

BUSINESS ADMINISTRATION MAJOR MARKETING MINOR

Suggested Enrollment Plan for Freshman Student

FRESHMAN YEAR				
Fall - 16 hours			Spring - 14 hours	
Course	Completed		Course	Completed
UNIV1010 Ranger Connection			ENGL1213 English Comp II	
ENGL1113/1114 English Comp I			Biology/Phys Sci/Chemistry	
MATH1513/1514 College Algebra			GBUS1021 Business Environment	
Human Heritage & Culture (PSYC/SOC/HIST/GEOG/CJUS/SCOM/FL/ART)			GBUS2013 Business Math	
SCOM1113 Intro to Speech or FIN1113 Personal Finance			SCOM1113 Intro to Speech or FIN1113 Personal Finance	
US Hist or Humanities/Religion				
SOPHOMORE YEAR				
Fall - 16 hours			Spring - 15 hours	
Course	Completed		Course	Completed
Biology/Phys Sci/Chemistry			POLS1113 American Fed Gov/Politics	
US Hist or Humanities/Religion			ACCT2133 Managerial Accounting	
HED2303 Wellness Concepts			GBUS2033 Leadership in Business	
ACCT2123 Financial Accounting			ECON2113 Princ of Macroeconomics	
ECON2163 Intro to Statistics			GBUS2903 Legal Environment of Bus	
JUNIOR YEAR				
Fall - 15 hours			Spring - 15 hours	
Course	Completed		Course	Completed
US Hist or HUMANITIES/Religion			GBUS3753 Business Research	
ECON2123 Princ of Microeconomics			GBUS3953 Business Society & Govern	
FIN3163 Business Finance			MGMT3103 Management Controls	
MGMT3063 Princ of Management			MRKT3313 Technology & Marketing	
MRKT3043 Principles of Marketing			General Elective	
SENIOR YEAR				
Fall - 15 hours			Spring - 15 hours	
Course	Completed		Course	Completed
MGMT4343 Cross Cultural Management			MRMT4123 Marketing Strategy	
MIS3413 Management Info Systems			MGMT4433 Business Policy	
MRKT4113 International Marketing			Upper Level Marketing Elective	
MRKT4253 Integrated Mrkt Communic			General Elective	
Upper Level Marketing Elective			General Elective	