

SCHOOL OF BUSINESS ADMINISTRATION

Bachelor of Business Administration

Academic Degree Plan 2025-2026

Name:	ID#	Advisor:
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Minor/2nd Major or Degree:

	COURSE TITLE	UM	TRF	GRADE	HRS	COURSE TITLE	UM	TRF	GRADE	HRS
FRESHMAN	Intro to College Writing or First-Year Writing I	WRIT 100 or WRIT 101			3	First-Year Writing II or Freshman Seminar	WRIT 102 or LIBA 102			3
	Humanities				3	Humanities				3
	Business Mathematics**	MATH 167 (C Minimum required)			3	Calculus I or Business Calculus I or Calculus of Decision Making I	MATH 261/267/271 (C minimum required)			3
	General Elective				3	Fine Arts--AH, MUS, THEA, DANC, or LIBA 130				3
	Science Lecture--ASTR, BISC, CHEM, GEOL, PHYS, or LIBA*				3	Science Lecture--ASTR, BISC, CHEM, GEOL, PHYS, or LIBA*				3
	Science Lab--ASTR, BISC, CHEM, GEOL, PHYS, or LIBA*				1	Science Lab--ASTR, BISC, CHEM, GEOL, PHYS, or LIBA*				1
SOPHOMORE	Accounting I	ACCY 201 (C Minimum required)			3	Accounting II	ACCY 202			3
	Principles of Microeconomics	ECON 202 (C minimum required)			3	Principles of Macroeconomics	ECON 203 (C minimum required)			3
	Legal Environment of Business	BUS 250			3	Business Communication	BUS 271			3
	Economic Statistics I	BUS 230 or ECON 230 (C minimum required)			3	General Elective				3
	General Elective				3	General Elective				3

Prerequisites:

Writ 102 or Liba 102--Completion of Writ 100 or Writ 101

Math 167-- Math ACT 19 or higher or Math SAT 510 or higher; ALEKS 38

Accy 202--Completion of Accy 201

Econ 203--C minimum in Econ 202 (must make C or better in Econ 203)

Bus/Econ 230--C minimum in Math 261/267/271

Bus 271--Completion of Writ/Liba 102

* Only LIBA 150 and LIBA 151 approved

**Math 167 strongly preferred, but may substitute Math 121, 125, or 268

Marketing Major

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	COURSE TITLE	UM	TRF	GRADE	HRS	COURSE TITLE	UM	TRF	GRADE	HRS
JUNIOR	Marketing Principles	MKTG 351 (C min)			3	Economic Statistics II	BUS 302 or ECON 302			3
	Business Finance I	FIN 331			3	Intro to Operations & Supply Chain Mgmt	MKTG 372			3
	Principles of Management	MGMT 371 (C min)			3	Consumer and Market Behavior	MKTG 367			3
	Business Analytics and Information Systems	BAIS 309			3	Professional Selling and Relationship Marketing	MKTG 354			3
	General Elective				3	Major Field Elective* or Emphasis Course**				3
SENIOR	Major Field Elective* or Emphasis Course**				3	Marketing Policy and Strategy	MKTG 451			3
	Major Field Elective* or Emphasis Course**				3	Major Field Elective* or Emphasis Course**				3
	Marketing Research	MKTG 525			3	General Elective				3
	300+ Business or 300+ Nonbusiness Elective				3	Management of Strategic Planning	MGMT 493			3
	300+ Business Elective				3	300+ Business Elective				3

Prerequisites:

MKTG 351, MGMT 371, BAIS 309, MKTG 372--Completion of 54 credit hours; and
C minimum in Math 167, Math 267, Accy 201, Econ 202, and Econ/Bus 230
FIN 331--C minimum in Math 167, Math 267, Accy 201, Econ 202, Econ 203, Econ/Bus 230;
and completion of ACCY 202.

BUS/ECON 302--C minimum in BUS/ECON 230

***Major Field Elective--Choose from any 300-level or above MKTG course**

MKTG 356, 358, 360, 368, 370, 371, 381, 452, 458, 465, 495--C minimum in MKTG 351

MKTG 353, 361, 488-- 54 hours earned

MKTG 462, MKTG 475, MKTG 477--C minimum in MKTG 351 OR MKTG 372

MKTG 395--Honors student w/ Department Chair Approval (3 hrs only)

MKTG 354-- 54 hours earned

MGMT 493--C minimum in MGMT 371; completion of FIN 331, MKTG 351, MKTG 372

MKTG 367, MKTG 451--C minimum in MKTG 351

MKTG 525--C minimum in MKTG 351; Completion of BUS/ECON 230 &
BUS/ECON 302, and BAIS 309

MKTG 357- C Minimum in Mktg 351 or Engr 309

MKTG 455- C Minimum in Mktg 351 or Mktg 354

MKTG 496--Completion of ECON 230 and 54 credit hours

****Emphasis areas available: Digital Marketing, Global Supply Chain Management, and Marketing Analytics. See additional handout for required courses.**

General Elective --100 level or above 3 hour graded courses (some exclusions apply)

300+ Non-business elective--all 300 level or above 3 hour graded courses, excludes ACCY, BUS, ECON, ENT, FIN, GB, MGMT, BAIS, MKTG, and EDHE 303

300+ Business elective--all 300 level or above 3 hour graded ACCY, BUS, ECON, ENT, FIN, MGMT, BAIS, or MKTG courses,
excludes coursework required for specific major, all GB courses, and ACCY 300

Minimum 2.0 GPA requirements in each of these areas:

Marketing majors may not also major in Professional Sales

1. Cumulative GPA

3. GPA in Major Courses

5. GPA in All Courses Applied to Degree

2. Resident GPA

4. GPA in Bus/Econ/Accy Courses

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