

First and Second Year Advising  
Academic Plan for **Marketing BBA**  
Quinlan School of Business



*Preparing people to lead extraordinary lives*

Marketing students must complete this list of University Core areas:

- Artistic Knowledge** (1 course/3 credit hours)
- Ethics** (1 course/3 credit hours)
- Historical Knowledge** (2 courses/6 credit hours)
- Literary Knowledge** (2 courses/6 credit hours)
- Philosophical Knowledge** (1 course/3 credit hours)
- Scientific Literacy** (2 courses/6 credit hours)
- Theological Knowledge** (2 courses/6 credit hours)
- Writing Seminar** (1 course/3 credit hours)

**Study Abroad** Marketing majors have flexibility in when they can study abroad. Students may take University Core, Business Core, and up to two major courses while abroad.

**120 Total Credit Hours**

	FIRST YEAR	SECOND YEAR	THIRD YEAR	FOURTH YEAR
FALL	ACCT 201 Introductory Accounting I  INFS 247 Business Information Systems  MATH 118 Pre-Calculus II  UCWR 110 Writing Seminar  CORE  UNIV 101 First-Year Seminar (1 credit)	ECON 202 Principles of Macroeconomics  ISSCM 241 Business Statistics  MARK 201 Principles of Marketing  Writing Intensive Course  CORE	BSAD 343 Business Analytics  COMM 103 Business and Professional Speaking  MARK 310 Consumer Behavior  CORE  CORE	MARK 390 Marketing Strategies  MARK Elective  CORE  CORE  General Elective
SPRING	ACCT 202 Introductory Accounting II  ECON 201 Principles of Microeconomics  MATH 131 Applied Calculus I  CORE  CORE	BSAD 220 Career Preparation (2 credits)  FINC 301 Introductory Business Finance  MGMT 201 Managing People and Organizations  SCMG 332 Operations Management  CORE	MARK 311 Market and Consumer Surveys  MGMT 341 Business Ethics  Business Writing Intensive Course  Global Awareness Course  CORE	LREB 315 Law and the Regulatory Environment of Business  MGMT 304 Strategic Management  MARK Elective  CORE  General Elective

\*Marketing majors are recommended to fulfill the Engaged Learning requirement by completing an internship for academic credit.