Program Map – BBA Marketing

YEAR 1

TERM 1		TERM 2	
Course	**Credits**	**Course**	**Credits**
ENGL 1101	3	ENGL 1102	3
MATH 1111 or 1113	3	Area D1 Lab Science	4
Area E1	3	Area E2	3
Area B1	3	Area C1	3
UWG 1101	2	MATH 1413	3
SEMESTER TOTAL	14	SEMESTER TOTAL	16

Milestones

- Complete ENGL 1101 with a C or higher
- Complete MATH 1111 or 1113 with a C or higher

Milestones

- Complete ENGL 1102 C with a C or higher
- Complete Lab Science
- Complete Area D2 Math
- Earn at least 30 total credit hours after year 1.

YEAR 2

TERM 1		TERM 2	
Course	**Credits**	**Course**	**Credits**
Area D1 Non-Lab Science	3	Area B2	2
Area C2	3	Area E4	3
ACCT 2101	3	ACCT 2102	3
Area E3	3	CISM 2201	3
ECON 2106	3	ECON 2105	3
		Approved Elective	1
SEMESTER TOTAL	15	SEMESTER TOTAL	15

Milestones

- Complete Non-lab science.
- Earn 2.00 GPA or above in Core F – Major Specific Courses.
- Major Status Achieved – Complete ENGL 1101, MATH 1111 or 1113, MATH 1413, ACCT 2101, ECON 2105 or ECON 2106, have a minimum 2.00 GPA with at least 45 earned credit hours.

Milestones

- Complete Core A – F.
- Earn 2.00 GPA or above in Core F – Major Specific Courses.
- Earn at least 60 total credit hours after year 2.
- PWLA courses will not apply towards electives.

YEAR 3

TERM 1		TERM 2	
Course	**Credits**	**Course**	**Credits**
BUSA 2106	3	MGNT 3600	3
MKTG 3803	3	MKTG 3808	3
FINC 3511	3	ECON 3406	3
ABED 3100	3	Marketing Selective	3
ECON 3402	3	Marketing Selective	3
SEMESTER TOTAL	15	SEMESTER TOTAL	15

Milestones | **Milestones**

- Earn 2.00 GPA or above in Business Core.
- Earn 2.00 GPA or above in Major Courses. Only one grade of "D" allowed in Major Courses.

- Earn 2.00 GPA or above in Business Core.
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- Earn at least 90 total credit hours after year 3.
- Marketing Selective - MKTG 3801, MKTG 3805, MKTG 3809, MKTG 3810, MKTG 3839, MKTG 4805, MKTG 4808, MKTG 4823, MKTG 4831,MKTG 4861, MKTG 4866, MKTG 4818, MKTG 4868, MKTG 4881 or MKTG 4885

YEAR 4

TERM 1

Course	Credits
MKTG 4864	3
CISM 3330	3
International Selective	3
Marketing Selective	3
Marketing Selective	3
SEMESTER TOTAL	15

Milestones

- Earn 2.00 GPA or above in Business Core.
- Earn 2.00 GPA or above in Major Courses. Only one grade of "D" allowed in Major Courses.
  PWLA courses will not apply towards electives.
- International Selective options– FINC 4521, ECON 4450, MGNT 4625, or MKTG 4866
- Marketing Selective - MKTG 3801, MKTG 3805, MKTG 3809, MKTG 3810, MKTG 3839, MKTG 4805, MKTG 4808, MKTG 4823, MKTG 4831,MKTG 4861, MKTG 4866, MKTG 4818, MKTG 4868, MKTG 4881 or MKTG 4885

TERM 2

Course	Credits
MKTG 4870	3
MGNT 4660	3
MGNT 3615	3
Approved RCOB Elective	3
Approved RCOB Elective	3
SEMESTER TOTAL	15

Milestones

- Earn 2.00 GPA or above in Business Core.
- Earn 2.00 GPA or above in Major Courses. Only one grade of "D" allowed in Major Courses.
- RCOB Elective must be a three credit hour additional business course. PWLA courses will not apply towards electives.
- MGNT 4660 prerequisites include ACCT 2101, ACCT 2102, BUSA 2106, CISM 2201, ECON 2105, ECON 2106, ECON 3402, FINC 3511, MGNT 3600, and MKTG 3803.
- Earn at least 120 total credit hours after year 4.