



# MARKETING

BBA

## General Education Core

Course No.	Title	Hrs	Prerequisites and Minimum Classification
<i>Maximum 15 credits of "Ds" and minimum grade of "C" for MATH courses.</i>			
<i>MATH courses fulfilled by a placement test must be substituted with Business or Non-Business Elective(s) totaling the same number of credits.</i>			
ECON 001	Principles of Economics I	3	<i>View the Howard Course Catalog or contact the Department coordinating the course</i>
ECON 002	Principles of Economics II	3	
ECON 180	Statistics for Business & Economics	3	
ENGW	English Writing Requirements	6	
HIST or POLS	History or Political Science Elective	3	
MATH 007 or MATH 010	Pre-Calculus or College Algebra II	4	
MATH 026 or MATH 156	Applied Calculus or Calculus I	4	
PSYC 050	Introductory Psychology	3	
	Afro-American Elective	3	
	Business or Non-Business Electives	6	
	Foreign Language Requirements	6	
	Non-Business Elective	3	
	Science Elective	3	

**Total Credit Hours 50**

## Business Core

<i>Maximum 6 credits of "Ds" and minimum grade of "C" in ACCT 201 and MKTG 301.</i>			
ACCT 201	Accounting Principles I	3	MATH 006 (C)
ACCT 202	Accounting Principles II	3	ACCT 201 (C); MATH 007/010 (C)
BCOM 320	Business Communication	3	ENGW 101/102/104; ENGW 103/105; MATH 026/156 (C); Sophomore
BEEN 330	Managerial Economics	3	ECON 001; ECON 002; INFO 311; MATH 026/156 (C)
BLAW 305	Business Law I	3	MATH 026/156 (C); Junior
FINA 311	Finance Principles	3	ACCT 202; ECON 001; ECON 002; MATH 026/156 (C); Junior
INFO 010	Business Problem Solving	2	None
INFO 204	Management Info Systems	3	INFO 010
INFO 311	Quantitative Business Analysis	3	ECON 180; INFO 204; MATH 026/156 (C); Junior
INFO 335	Production & Operations Mgmt	3	INFO 311; Junior
MGMT 001	Career Counseling	1	MGMT 011
MGMT 010	Business Orientation	1	None
MGMT 011	Business Orientation II	1	MGMT 010
MGMT 301	Management & Org. Behavior	3	ACCT 201 (C); ECON 001; ECON 002; MATH 026/156 (C); Junior
MGMT 351	Entrepreneurship	3	FINA 311/312; MATH 026/156 (C); MGMT 301; MKTG 301; Junior
MGMT 390	Business Policy	3	MGMT 301; Senior
MKTG 301	Principles of Marketing	3	ACCT 202; ECON 001; ECON 002; MATH 026/156 (C)
	Business Electives	6	<i>Varies based on chosen course</i>

**Total Credit Hours 50**

## Major Core

<i>Minimum 2.5 GPA and grade of "C."</i>			
MKTG 310	Consumer Behavior	3	MKTG 301 (C)
MKTG 315	Marketing Research	3	MKTG 301 (C)
MKTG 320	Marketing Communications	3	MKTG 301 (C)
MKTG 361	Marketing Analytics	3	MKTG 301 (C)
MKTG 399	Marketing Planning & Strategy	3	MKTG 310 (C); MKTG 315 (C); Senior

**Total Credit Hours 15**

## Major Electives

<i>Minimum 2.5 GPA and grade of "C." Choose <b>three</b> of the following courses:</i>			
INBU 320	International Marketing	3	INBU 300 (C); MKTG 301; Junior
MKTG 304	Publication Management	3	MKTG 301 (C)
MKTG 319	Sales Management	3	MKTG 301 (C)
MKTG 331	Social & Internet Marketing	3	MKTG 301 (C)
MKTG 335	Film Industry Marketing	3	MKTG 301 (C); Approval
MKTG 345	Economics of Film & Entertainment	3	MKTG 301 (C); Approval
MKTG 370	Services Marketing	3	MKTG 301 (C)
MKTG 380	Sports Marketing	3	MKTG 301 (C)
MKTG 385	Multicultural Marketing	3	MKTG 301 (C)
MKTG 390	Special Topics in Marketing	3	MKTG 301 (C)
MKTG 395	Individual Study in Marketing	3	MKTG 301 (C); Approval

**Total Credit Hours 9**

**Total Credit Hours Required for Graduation in Program 124**

*Minimum 2.0 Cumulative GPA*

*Effective Fall 2022  
Rev'd SP23*



# MARKETING BBA

## FOUR-YEAR EXAMPLE SCHEDULE

### First Year

Course No.	Course Title	Hrs	Course No.	Course Title	Hrs
<b>First Semester</b>			<b>Second Semester</b>		
ENGW XXX	English Writing Requirement 1	3	ACCT 201	Principles of Accounting I	3
INFO 010	Business Problem Solving	2	ECON 001	Principles of Economics I	3
MATH 010	College Algebra II	4	ENGW XXX	English Writing Requirement 2	3
MGMT 010	Business Orientation	1	MATH 026	Applied Calculus	4
PSYC 050	Introductory Psychology	3	MGMT 011	Business Orientation II	1
	Afro-American Elective	3		Non-Business Elective	3
<b>Total Credit Hours 16</b>			<b>Total Credit Hours 17</b>		

### Second Year

<b>First Semester</b>			<b>Second Semester</b>		
ACCT 202	Accounting Principles II	3	BCOM 320	Business Communication	3
ECON 002	Principles of Economics II	3	ECON 180	Statistics: Bus & Economics	3
MGMT 001	Career Counseling	1	INFO 204	Management Info Systems	3
	Business or Non-Business Elective	3	MKTG 301	Principles of Marketing	3
	Foreign Language 1	3		Foreign Language 2	3
	Science Elective	3			
<b>Total Credit Hours 16</b>			<b>Total Credit Hours 15</b>		

### Third Year

<b>First Semester</b>			<b>Second Semester</b>		
FINA 311	Finance Principles	3	BECN 330	Managerial Economics	3
INFO 311	Quantitative Business Analysis	3	BLAW 305	Business Law I	3
MGMT 301	Management & Org Behavior	3	MGMT 351	Entrepreneurship	3
MKTG 310	Consumer Behavior	3	MKTG 361	Marketing Analytics	3
MKTG 315	Marketing Research	3		Business or Non-Business Elective	3
<b>Total Credit Hours 15</b>			<b>Total Credit Hours 15</b>		

### Fourth Year

<b>First Semester</b>			<b>Second Semester</b>		
INFO 335	Production & Opers Mgmt	3	HIST or POLS	History or Political Science Elective	3
MKTG 320	Marketing Communication	3	MGMT 390	Business Policy	3
MKTG XXX	Marketing Elective	3	MKTG 399	Marketing Planning & Strategy	3
MKTG XXX	Marketing Elective	3	MKTG XXX	Marketing Elective	3
	Business Elective	3		Business Elective	3
<b>Total Credit Hours 15</b>			<b>Total Credit Hours 15</b>		

**Total Credit Hours Required for Graduation in Program 124**