



MARKETING

BBA

General Education Core			
Course No.	Title	Hrs	Prerequisites and Minimum Classification
Maximum 15 credits of "Ds" and minimum grade of "C" for MATH courses. *If placed into MATH 156 first, then these 4 credit hours must be achieved through alternative elective(s).			
ECON 001	Principles of Economics I	3	View the Howard Course Catalog or contact the Department coordinating the course
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 Electives	6	
	Business or General Electives	6	
	One or Two General Elective(s)	2 - 3	
	Foreign Language Requirements	6	
	Science Elective	3 - 4	

Total Credit Hours 52

Business Core			
Maximum 6 credits of "Ds" and minimum grade of "C" in ACCT 201 and MKTG 301.			
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); Sophomore
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 201 (C); ECON 001; ECON 002; MATH 026/156 (C)

Total Credit Hours 44

Major Core			
Minimum 2.5 GPA and grade of "C."			
MKTG 310	Consumer Behavior	3	MKTG 301 (C)
MKTG 315	Marketing Research	3	MKTG 301 (C); ECON 180
MKTG 320	Marketing Communications	3	MKTG 301 (C)
MKTG 361	Marketing Analytics	3	MKTG 301 (C); ECON 180
MKTG 399	Marketing Planning & Strategy	3	MKTG 310 (C); MKTG 315 (C); Senior

Total Credit Hours 15

Major Electives			
Minimum 2.5 GPA and grade of "C." Choose <u>three</u> of the following courses:			
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
MKTG 398	Advanced Digital Marketing	3	MKTG 301 (C)

Total Credit Hours 9

Total Credit Hours Required for Graduation in Program 120

Minimum 2.0 Cumulative GPA

Effective Fall 2022
Rev'd SP24



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FOUR-YEAR EXAMPLE SCHEDULE

First Year

Course No.	Course Title	Hrs	Course No.	Course Title	Hrs
First Semester			Second Semester		
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		General Elective	1
Total Credit Hours 16			Total Credit Hours 15		

Second Year

First Semester			Second Semester		
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
	General Elective	1	MKTG 301	Principles of Marketing	3
	Foreign Language 1	3		Foreign Language 2	3
	Science Elective	3-4			
Total Credit Hours 14			Total Credit Hours 15		

Third Year

First Semester			Second Semester		
FINA 311	Finance Principles	3	BEEN 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 General Elective	3
Total Credit Hours 15			Total Credit Hours 15		

Fourth Year

First Semester			Second Semester		
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
Total Credit Hours 15			Total Credit Hours 15		

Total Credit Hours Required for Graduation in Program 120