

PROGRAM OF STUDY IN BUSINESS ADMINISTRATION**Marketing Concentration****FRESHMAN YEAR**

First Semester			SCH	Second Semester			SCH
Eng	135	Freshman Composition I	3	Eng	137	Freshman Composition II	3
Math	138	College Algebra	3	Math	140	Precalculus	4
Bio	140	Gen. Biology		Phys	141	Gen. Physical Science	
		or				or	
Esc	140	Gen. Env. Health Sci	4	Phys	140	Gen. Earth Science	4
BA	130	Intro to Business	3	Hist	130	Intro to African Am. History . . .	3
PE		Physical Education	2	Rel	120	Comparative Religion	2
BA	111	Freshman Seminar I	1	BA	112	Freshman Seminar II	1
		Total	16			Total	17

SOPHOMORE YEAR

First Semester			SCH	Second Semester			SCH
Eng	231	World Literature I	3	Eng	232	World Literature II	3
Fr/SP	233	Foreign Language	3	Hst		World Civilization or	
Psy/Soc		Psychology or Sociology	3			American History	3
Th	220	Theatre Appreciation or		HE	230	Health Education	3
Art	220	Art Appreciation or		Th	220	Theatre Appreciation or	
Mus	220	Music Appreciation	2	Art	220	Art Appreciation or	
Acc	231	Prin. Of Financial Accounting . . .	3	Mus	220	Music Appreciation	2
EC	230	Macroeconomics	3	Acc	232	Prin. Of Mngerial Acouounting . .	3
BA	211	Sophomore Seminar I	1	EC	231	Microeconomics	3
		Total	18	BA	212	Sophomore Seminar II	1
						Total	18

JUNIOR YEAR

First Semester			SCH	Second Semester			SCH
BA	235	Business Statistics	3	BA	231	Business Communications . . .	3
BA	230	Bus. Appl. Software	3	BA	237	Business Law	3
Mgt	330	Prin. Of Management	3	BA	330	Quantitative Methods	3
Fin	330	Principals of Finance	3	*		Mkt or Mgt Elective	3
Mkt	330	Principles of Marketing	3	*Mkt	337	Consumer Behavior	3
BA	311	Junior Seminar I	1	BA	312	Junior Seminar II	1
		Total	16			Total	16

SENIOR YEAR

First Semester			SCH	Second Semester			SCH
BA	433	International Business	3	Mgt	437	Business Policy	3
		Elective	2			Elective	2
*Mkt	430	Contemp. Issues in Mkting	3	Mkt	440	Internship	3
*Mkt	437	Marketing Mamagement	3	*Mkt	432	Marketing Research	3
*		Mgt or Mkt Elective	3	BA	412	Senior Seminar II	1
BA	411	Senior Seminar I	1			Total	12
		Total	15				

SCH in Major - 18

Total SCH - 128

*Major Courses

Support Courses

Electives - 4

GE Courses - 61