



# 19/20 Suggested Course of Study

## Marketing, BBA

### Freshman Year, Fall Semester

Gen Ed	ENG 101, Composition I	3
Gen Ed	Science with lab	4
Gen Ed	HIST 101 or 102, History of World Civ I or II	3
Gen Ed	MIS 161, Introduction to Computers	3
Electives	General or Minor electives (or MATH 131)	3
<b>Total semester hours</b>		<b>16</b>

### Freshman Year, Spring Semester

Gen Ed	ENG 102, Composition II	3
Gen Ed	COMS 101, Foundations of Oral Comm.	3
Gen Ed	Science with lab	4
Gen Ed	Mathematics	3
Core	MIS 367, Management Info. Systems	3
<b>Total semester hours</b>		<b>16</b>

### Sophomore Year, Fall Semester

Core	AC 221, Principles of Accounting I	3
Core	QM 235, Quantitative Methods in Bus I	3
Core	MK 351, Principles of Marketing	3
Gen Ed	ENG 231 or 232, Global Literature I or II	3
Gen Ed	HIST 101 or 102 or Social & Behavioral Sci.	3
<b>Total semester hours</b>		<b>15</b>

### Sophomore Year, Spring Semester

Major	MK 458, International Marketing	3
Core	AC 222, Principles of Accounting II	3
Core	BL 283, Legal Environment of Business	3
Core	QM 236, Quantitative Methods in Bus II	3
Gen Ed	ENG 231 or 232 or Humanities	3
<b>Total semester hours</b>		<b>15</b>

### Junior Year, Fall Semester

Major	MK 353, Marketing Communications	3
Core	FI 372, Business Finance	3
Core	MG 361, Principles of Mgmt & Org. Theory	3
Core	QM 363, Operations Management	3
Gen Ed	Fine Arts or Humanities	3
<b>Total semester hours</b>		<b>15</b>

### Junior Year, Spring Semester

Major	MK major elective	3
Gen Ed	Fine Arts	3
Core	MG 305, Business Professional Devp.	3
Gen Ed	EC 231, Intro to Macroeconomics	3
Major	Business area 300/400 level elective	3
<b>Total semester hours</b>		<b>15</b>

### Senior Year, Fall Semester

Major	MK 453, Marketing Research	3
Major	Business area 300/400 level electives	6
Gen Ed	Humanities or Fine Arts	3
Gen Ed	EC 232, Intro to Microeconomics	3
<b>Total semester hours</b>		<b>15</b>

### Senior Year, Spring Semester

Major	MK 452, Strategic Marketing Management	3
Major	MK major elective	3
Core	MG 469, Business Policy	3
Elective	General or Minor electives	4
<b>Total semester hours</b>		<b>13</b>

**TOTAL HOURS REQUIRED FOR DEGREE 120**

## Notes

\* Indicates the course is also used to satisfy a General Education Core requirement.

This suggested course of study is for informational purposes only and does not replace academic advising. All UM students must meet with an academic advisor before registering for future semesters. This plan contains 7 hours of general electives.

For more information, contact the department chair or click one of the links below:

Dr. Amiee Mellon, [amellon@montevallo.edu](mailto:amellon@montevallo.edu), 205 665-6542, Morgan 210

Webpage: <https://www.montevallo.edu/academics/colleges/college-of-business/undergraduate-programs/marketing/>

Bulletin: [http://bulletin.montevallo.edu/preview\\_program.php?catoid=24&poid=3645&returnto=3062](http://bulletin.montevallo.edu/preview_program.php?catoid=24&poid=3645&returnto=3062)