

2023-2024 Marketing BBA Degree Plan

Student name: _____ UMID: _____ Date: _____
 Advisor name: _____ Concentration: **Digital Marketing and Analytics**



The Purpose of General Education is to Gain:

- Knowledge of Human Cultures and the Physical and Natural World
- Intellectual and Practical Skills
- Personal and Social Responsibility
- Integrative and Applied Learning

Key Courses For General Education (50 hours)

1. **Written Composition (6)**
Choose: ENG 101 or 103. 3____
Choose: ENG 102 or 104. 3____
2. **Humanities & Fine Arts (18)**
Choose one: ENG 231, 233, 232 or 234.* 3____
*Students must complete a six-hour sequence in either History or Literature. Students may complete both sequences.
Choose: COMS 101 or 102. 3____
Choose one Fine Arts: ART 100, 120, 220; 3____
 MC 100, 325; MUS 121 or 122, 125, 211, 240, 255, 342; THEA 120 or 122.
Choose one Humanities:
 ENG 231 or 233, 232 or 234; FRN 101, 102, 150, 201, 202, 250; SPN 101 or 103, 102 or 104, 150, 201, 202, 250; GER 101, 102, 201, 202; PHIL 110 or 111, 180, 220 or 221, 230, 280, 290; REL 110.
Choose two of the following (not used above):
 ART 100, 120, 220; ENG 231 or 233, 232 or 234; 3____
 FRN 101, 102, 150, 201, 202, 250; SPN 101 or 103, 102 or 104, 150, 201, 202, 250; GER 101, 102, 201, 202; MC 100, 325; MUS 121 or 122, 125, 211, 240, 255, 342; PHIL 110 or 111, 180, 220 or 221, 230, 280, 290; REL 110; THEA 120 or 122.
3. **Natural Sciences & Mathematics (11)**
Choose one lab science from two different disciplines:
 BIO 100, 105-107; CHEM 100-102, 121, 122; 4____
 ESCI 100; GEOL 110, 115; PHYS 100 or higher. 4____
Choose: MATH 147 or 154 (or MATH 144 or higher). 3____
4. **History, Social & Behavioral Sciences (12)**
Choose one History: HIST 101, 103, 102 or 104.* 3____
*Students must complete a six-hour sequence in either History or Literature. Students may complete both sequences.
Choose: EC 231. 3____
Choose: EC 232. 3____
Choose one of the following not used above:
 FCS 291, 402; GEOG 231; HIST 101 or 103; 3____
 102 or 104; POS 200, 250; PSYC 201/202; SOC 101/102; SWK 203, 260, 322.
5. **Personal Development (3)**
Choose: MIS 161. 3____

Business Core Requirements (37 hours)

- GB 101 (Survey of Business) 1____
 - AC 221 (Principles of Accounting I) 3____
 - AC 222 (Principles of Accounting II) 3____
 - BL 283 (Legal Environment of Business) 3____
 - FI 372 (Business Finance) 3____
 - MG 305 (Business Professional Development) 3____
 - MG 361 (Principles of Mgmt. and Organ. Theory) 3____
 - MG 365 (Global Leadership) 3____
 - MG 469 (Business Policy) 3____
 - MK 351 (Principles of Marketing) 3____
 - QM 237 (Data Analytics in Business I) 3____
 - QM 238 (Data Analytics in Business II) 3____
 - QM 363 (Operations Management) 3____
- All above courses passed or concurrent registration with MG 469 (to complete core)

Major Requirements (24 Hours)

Required Courses (9 hours)

- MK 355 (Consumer Behavior) (spring) 3____
- MK 451 (Digital Marketing) (fall) 3____
- MK 452 (Strategic Marketing Management) (spring) 3____

Concentration Requirements (12 hours)

- DATA 347 (Intro Web Dev & Data Visualization) (fall) 3____
- MK 380 (Inbound Marketing) (fall) 3____
- MK 410 (Influence, Persuasion, Innovation) (spring) 3____
- MK 456 (Web Analytics and Marketing) (spring) 3____

Choose 3 hours from the following (3 hours):

- GB 465 (Customer Relationship Mgmt & Sales Tech) 3____
- GB 476 (Applied Research in Management) (IDS) 1-3____
- MC 210 (Introduction to Media Production) 3____
- MC 375 (Strategies for Video in Social Media) 3____
- MK 353 (Marketing Communications) (fall) 3____
- MK 356 (Sports Marketing) (fall) 3____
- MK 360 (Guerilla Marketing) (summer) 3____
- MK 365 (Niche Marketing) (summer) 3____
- MK 370 (Advertising & Consulting I) (fall/spring) 3____
- MK 453 (Marketing Research) (fall, summer) 3____
- MK 454 (Services and Professional Selling) (spring) 3____
- MK 455 (Special Topics in Marketing) (varies) 3____
- MK 458 (International Marketing) (fall) 3____
- MK 460 (Sales Management) 3____
- MK 470 (Advertising & Consulting II) (fall/spring) 3____

Business Electives Required (6 hours)

- *Only 3 credit hours of internship credit may apply toward business electives.**
- Business Elective 300/400 _____ 3____
 - Business Elective 300/400 _____ 3____

GENERAL GRADUATION REQUIREMENTS

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|-----------------------------------|--|
| 1. 50% of hrs in major area at UM | 5. 45 hr limit of non-traditional credit |
| 2. 30 hrs 300/400 at UM | 6. 6-hr sequence in history or literature |
| 3. 30 of last 40 hours at UM | 7. Capstone experience within major |
| 4. 64 hr limit from 2-year school | 8. 2.0 or higher UM GPA and in all major and minor areas |

Minor Course Requirements (Optional)

Title: _____ Hrs. Req. _____

General Electives (3 hours)

Total Hours Required: 120
 Total Hours Completed to Date: _____
 Hours Remaining for Completion: _____
 Hours Currently Registered: _____
 Hours Remaining: _____