



# 23/24 Suggested Course of Study

## Marketing, General, BBA

### Freshman Year, Fall Semester

Core	GB 101, Survey of Business	1
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
<b>Total semester hours</b>		<b>14</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
Gen Ed	Fine Arts	3
<b>Total semester hours</b>		<b>16</b>

### Sophomore Year, Fall Semester

Core	AC 221, Principles of Accounting I	3
Core	QM 237, Data Analytics 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

Core	AC 222, Principles of Accounting II	3
Core	BL 283, Legal Environment of Business	3
Core	QM 238, Data Analytics in Bus II	3
Gen Ed	ENG 231 or 232 or Humanities	3
Gen Ed	Fine Arts or Humanities	3
<b>Total semester hours</b>		<b>15</b>

### Junior Year, Fall Semester

Major	MK 353, Marketing Communications	3
Major	MK 451, Digital Marketing	3
Core	FI 372, Business Finance	3
Core	MG 361, Principles of Mgmt & Org. Theory	3
Core	QM 363, Operations Management	3
<b>Total semester hours</b>		<b>15</b>

### Junior Year, Spring Semester

Major	MK 355 Consumer Behavior	3
Major	MK major elective	3
Core	MG 305, Business Professional Devp.	3
Core	MG 365, Global Leadership	3
Gen Ed	EC 231, Intro to Macroeconomics	3
<b>Total semester hours</b>		<b>15</b>

### Senior Year, Fall Semester

Major	MK 453, Marketing Research	3
Major	MK major elective	3
Bus Elec	Business area 300/400 level elective	3
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
Bus Elec	Business area 300/400 level elective	3
Core	MG 469, Business Policy	3
Elective	General or Minor electives	3
<b>Total semester hours</b>		<b>15</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:

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

Bulletin: <http://bulletin.montevallo.edu/>