

# 2025-2026 Marketing BBA Degree Plan

Student name: \_\_\_\_\_ UMID: \_\_\_\_\_ Date: \_\_\_\_\_

Advisor name: \_\_\_\_\_ Concentration: **Entrepreneurship**



UNIVERSITY of  
MONTEVALLO

**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 (34 hours)**

- 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\_\_\_\_
  - GB 101 (Survey of Business) 1\_\_\_\_
  - GB 205 (Business Professional Development) 3\_\_\_\_
  - MG 361 (Principles of Mgmt. and Organ. Theory) 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 (27 Hours)**

- Required Courses (15 hours):**
- MK 353 (Marketing Communications) 3\_\_\_\_
  - MK 355 (Consumer Behavior) 3\_\_\_\_
  - MK 451 (Digital Marketing) 3\_\_\_\_
  - MK 452 (Strategic Marketing Management) 3\_\_\_\_
  - MK 453 (Marketing Research) 3\_\_\_\_
- Concentration Requirements (12 hours):**
- MG 466 (Entrepreneurial Leadership) 3\_\_\_\_
  - MK 410 (Influence, Persuasion, Innovation) 3\_\_\_\_
  - FI 366 (Entrepreneurial Finance) 3\_\_\_\_
  - GB 409 (Internship in Business) 3\_\_\_\_

**Business Electives Required (3 hours)**

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

**General Electives (3 hours)**

\_\_\_\_\_  
 \_\_\_\_\_

**Minor Course Requirements (Optional)**

Title: \_\_\_\_\_ Hrs. Req. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**GENERAL GRADUATION REQUIREMENTS**

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

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