

# 2025-2026 Marketing BBA Degree Plan

Student name: \_\_\_\_\_ UMID: \_\_\_\_\_ Date: \_\_\_\_\_  
 Advisor name: \_\_\_\_\_ Concentration: **None**



## 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 (53 hours)

- First Year Experience (1)**  
 Choose: GB 101 \_\_\_\_\_ 1 \_\_\_\_\_
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, 123. \_\_\_\_\_  
 Choose one Humanities: AAS 200; ENG 231 \_\_\_\_\_  
 or 233, 232 or 234; FRN 101, 102, 150, \_\_\_\_\_ 3 \_\_\_\_\_  
 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): \_\_\_\_\_ 3 \_\_\_\_\_  
 AAS 200; ART 100, 120, 220; ENG 231 or 233, \_\_\_\_\_  
 232 or 234; FRN 101, 102, 150, 201, 202, 250; \_\_\_\_\_ 3 \_\_\_\_\_  
 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, 123.
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: \_\_\_\_\_ 3 \_\_\_\_\_  
 FCS 291, 302; GEOG 231; HIST 101 or 103; \_\_\_\_\_  
 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 205 (Business Professional Development) \_\_\_\_\_ 1 \_\_\_\_\_  
 MG 361 (Principles of Mgmt. and Organ. Theory) MG \_\_\_\_\_ 3 \_\_\_\_\_  
 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 (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 \_\_\_\_\_
- Choose 9 hours from the following (9 hours):**
- GB 465 (Customer Relationship Mgmt & Sales Tech) \_\_\_\_\_ 3 \_\_\_\_\_  
 GB 476 (Applied Research in Business) (IDS) \_\_\_\_\_ 1-3 \_\_\_\_\_  
 MC 210 (Introduction to Media Production) \_\_\_\_\_ 3 \_\_\_\_\_  
 MC 375 (Strategies for Video in Social Media) \_\_\_\_\_ 3 \_\_\_\_\_  
 MK 356 (Sports Marketing) \_\_\_\_\_ 3 \_\_\_\_\_  
 MK 380 (Inbound Marketing) \_\_\_\_\_ 3 \_\_\_\_\_  
 MK 410 (Influence, Persuasion, Innovation) \_\_\_\_\_ 3 \_\_\_\_\_  
 MK 454 (Services and Professional Selling) \_\_\_\_\_ 3 \_\_\_\_\_  
 MK 455 (Special Topics in Marketing) \_\_\_\_\_ 3 \_\_\_\_\_  
 MK 456 (Web Analytics and Marketing) \_\_\_\_\_ 3 \_\_\_\_\_  
 MK 458 (International Marketing) \_\_\_\_\_ 3 \_\_\_\_\_  
 MK 460 (Sales Management) \_\_\_\_\_ 3 \_\_\_\_\_  
 MK 470 (Advertising & Consulting II) \_\_\_\_\_ 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

1. 50% of cers 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

### 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: \_\_\_\_\_