

2026-2027 Marketing BBA Degree Plan

Student name: _____ UMID: _____ Date: _____

Advisor name: _____ Concentration: **Entrepreneurship**



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 (3)

Choose: GB 101 _____ 3

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; ASL 101, 102, 201, 202; 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. _____ 3

Choose two of the following (not used above):

AAS 200; ASL 101, 102, 201, 202; ART 100, 120, 220; _____ 3

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; _____ 3

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:

FCS 291, 302; GEOG 231; HIST 101 or 103; _____ 3

102 or 104; POS 200, 250; PSYC 201/202; _____ 3

SOC 101/102; SWK 203, 260, 322.

5. Personal Development (3)

Choose: MIS 161. _____ 3

Business Core Requirements (33 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) _____ 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) (fall) _____ 3

MK 355 (Consumer Behavior) (spring) _____ 3

MK 451 (Digital Marketing) (fall) _____ 3

MK 452 (Strategic Marketing Management) (spring) _____ 3

MK 453 (Marketing Research) (fall, summer) _____ 3

Concentration Requirements (12 hours):

MG 466 (Entrepreneurial Leadership) (fall) _____ 3

MK 410 (Influence, Persuasion, Innovation) (spring) _____ 3

FI 366 (Entrepreneurial Finance) (fall) _____ 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 (4 hours)

Minor Course Requirements (Optional)

Title: _____ Hrs. Req. _____

GENERAL GRADUATION REQUIREMENTS

1. 50% of crs in major area at UM
2. 30 hrs 300/400 at UM
3. 30 of last 40 hours at UM
4. 60 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: _____