



Major: Marketing (Bachelor of Science)
2026-2027 4-Year Plan Guide

Major: 30 credit hours, Total Degree Requirements: 120 credit hours

Students are not limited to this plan; it is meant to be used as a guide for planning purposes in consultation with your advisor. The sample schedule is one possible path to completing your degree within four years. For official program requirements, please refer to the [Undergraduate Catalog](#).

FIRST YEAR

Fall

Prefix + Number + Course Title	Major / General Education Requirements (SGR)	Credits
BADM 102 Professional Development and Planning	Major Requirement	1
ENGL 101 Composition I	SGR #1	3
FYS 101: First Year Seminar	Major Requirement	2
MATH 114: College Algebra	SGR #5	3
Lab-Science Elective	SGR #6	3 or 4
BADM 370: Marketing	Business Core	3

Total Credit Hours: 15 or 16

Spring

Prefix + Number + Course Title	Major / General Education Requirements (SGR)	Credits
CMST 101: Fundamentals of Communication	SGR #2	3
ENGL 201: Composition II	SGR #1	3
CSC 273: Spreadsheet Data Analysis	Business Core	3
Lab Science Elective	SGR #6	3 or 4
Civics Elective	SGR #3	3

Total Credit Hours: 15 or 16

SECOND YEAR

Fall

Prefix + Number + Course Title	Major / General Education Requirements (SGR)	Credits
ACCT 210: Principles of Accounting I	Business Core	3
BADM 244: Business Communication	Business Core	3
Art and Humanities Elective:	SGR #4	3
ECON 202: Principles of Macroeconomics	Major/ SGR #3	3
BADM 220: Business Statistics	Additional Program Requirements	3

Total Credit Hours: 15

Spring

Prefix + Number + Course Title	Major / General Education Requirements (SGR)	Credits
ACCT 211: Principles of Accounting II	Business Core	3
BADM 360: Organization and Management	Business Core	3
ECON 201: Principles of Microeconomics	Business Core	3
Art and Humanities Elective:	SGR #4	3
BADM 457: Business Ethics	Business Core	3

Total Credit Hours: 15



THIRD YEAR

Fall

Prefix + Number + Course Title	Major / General Education Requirements (SGR)	Credits
BADM 310: Business Finance	Business Core	3
BADM 471: Marketing Management	Major Requirement	3
BADM 478: International Marketing	Major Requirement	3
BADM 459: Analytics	Business Core	3
General Elective or Minor Course	Elective	3

Total Credit Hours: 15

Spring

Prefix + Number + Course Title	Major / General Education Requirements (SGR)	Credits
BADM 403: Integrated Marketing Communications	Major Requirement	3
BADM 350: Legal Environment of Business	Business Core	3
BADM 476: Marketing Research	Major Requirement	3
BADM 475: Consumer Behavior	Major Requirement	3
General Elective or Minor Course	Elective	3

Total Credit Hours: 15

FOURTH YEAR

Fall

Prefix + Number + Course Title	Major / General Education Requirements (SGR)	Credits
Marketing Emphasis Elective	Major Requirement	3
Marketing Emphasis Elective	Major Requirement	3
General Elective or Minor Course	Elective	3
General Elective or Minor Course	Elective	3
General Elective or Minor Course	Elective	3

Total Credit Hours: 15

Spring

Prefix + Number + Course Title	Major / General Education Requirements (SGR)	Credits
BADM 482: Business Policy and Strategy	Business Core	3
MIS 325: Management Information Systems	Business Core	3
Marketing Emphasis Elective	Major Requirement	3
General Elective or Minor Course	Elective	3
General Elective or Minor Course	Elective	3

Total Credit Hours: 15

COMMENTS & NOTES