

# C. T. BAUER COLLEGE OF BUSINESS

## Bachelor of Business Administration, Marketing

### Four-Year Academic Map 2024-2025

| YEAR 1 | Semester 1 Fall |                                  |    | Semester 2 Spring |                                 |    | Total |
|--------|-----------------|----------------------------------|----|-------------------|---------------------------------|----|-------|
|        | ENGL 1301       | First Year Writing I (010)*      | 3  | ENGL 1302         | First Year Writing II (010)*    | 3  |       |
|        | MATH 1324       | Finite Math with App ((020)*)/** | 3  | ECON 2301         | Prin of Macroecon (080)*/**     | 3  |       |
|        | HIST 1301       | The United States to 1877 (060)* | 3  | HIST 1302         | United States Since 1877 (060)* | 3  |       |
|        | BCIS 1305       | Business Computer Apps**         | 3  | ACCT 2301         | Prin of Financial Accounting**  | 3  |       |
|        | BUSI 1301       | Business Principles**            | 3  | BUSI 2305         | Business Statistics (090)*/**   | 3  |       |
|        | Semester Hours  |                                  | 15 | Semester Hours    |                                 | 15 | 30    |

| YEAR 2 | Semester 1 Fall |                                |    | Semester 2 Spring |                                |    | Total |
|--------|-----------------|--------------------------------|----|-------------------|--------------------------------|----|-------|
|        | ECON 2302       | Principles of Microeconomics** | 3  | INTB 3355         | Global Environment of Business | 3  |       |
|        | GOVT 2305       | US Gov: Con, Pres Ct (070)*    | 3  | GOVT 2306         | US & Tx Con & Politics (070)*  | 3  |       |
|        | ACCT 2302       | Prin of Managerial Accting**   | 3  | MANA 3335         | Intro to Org Behavior & Mgt    | 3  |       |
|        | MARK 3336       | Introduction to Marketing      | 3  | MARK 3337         | Professional Selling           | 3  |       |
|        | BUSI 3302       | Connecting Bauer to Business   | 3  | MARK 3338         | Intro to Marketing Analytics   | 3  |       |
|        | Semester Hours  |                                | 15 | Semester Hours    |                                | 15 | 30    |

| YEAR 3 | Semester 1 Fall |                                    |    | Semester 2 Spring |                                   |    | Total |
|--------|-----------------|------------------------------------|----|-------------------|-----------------------------------|----|-------|
|        | CORE            | Life & Physical Science I (030)*   | 3  | CORE              | Life & Physical Science II (030)* | 3  |       |
|        | FINA 3332       | Principles of Finance              | 3  | SCM 3301          | SCM Fundamentals                  | 3  |       |
|        | MARK 3365       | Intro to Digital Marketing         | 3  | MARK Adv Elec     | 3000-4000 level MARK course       | 3  |       |
|        | MARK Adv Elec   | 3000-4000 level MARK course        | 3  | MARK Adv Elec     | 3000-4000 level MARK course       | 3  |       |
|        | CORE            | Language, Phil, and Culture (040)* | 3  | CORE              | Creative Arts (050)*              | 3  |       |
|        | Semester Hours  |                                    | 15 | Semester Hours    |                                   | 15 | 30    |

| YEAR 4 | Semester 1 Fall |                                |    | Semester 2 Spring |                        |    | Total |
|--------|-----------------|--------------------------------|----|-------------------|------------------------|----|-------|
|        | BUSI 4350       | Business Law and Ethics (090)* | 3  | Adv Elec          | 3000-4000 level course | 3  |       |
|        | MARK 4389       | Marketing Strategy & Planning  | 3  | Adv Elec          | 3000-4000 level course | 3  |       |
|        | Adv Bus Elec    | 3000-4000 level bus course     | 3  | Gen Elec          | 1000-4000 level course | 3  |       |
|        | Adv Bus Elec    | 3000-4000 level bus course     | 3  | Gen Elec          | 1000-4000 level course | 3  |       |
|        | Adv Elec        | 3000-4000 level course         | 3  | Gen Elec          | 1000-4000 level course | 3  |       |
|        | Semester Hours  |                                | 15 | Semester Hours    |                        | 15 | 30    |
|        |                 |                                |    |                   |                        |    | 120   |

\*Core Curriculum

\*\*Business Administration and Management Field of Study

>3000-4000 level business courses, except for BUSI 3300, ENTR 3310, ENTR 3311, ENTR 3312, MARK 3337, MARK 3338, and MARK 4379 are not open to non-business majors unless required for their major, a business minor or special program; these students should take core courses instead.

>A change of major to business is not an option if requirements are not met by the end of semester in which 45 credit hours occurs.

>Students should meet with their academic advisor to formulate their own plan. Consult with your Academic Advisor for information on special programs and tracks in each major prior to taking electives.