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| **Catalog Year 2022-2023**  BBA, Marketing | ***(For internal use only)***  *No change*  *UCC proposal* |

A Major Academic Plan (MAP) is one way to complete a degree in a set number of semesters. The *example* below is an efficient strategy only. Actual plans for individual students will vary based on advisor recommendations and academic needs. Official Program Requirements including Major, General Education, Elective, and university requirements (see pg.2) are based on Catalog

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| **Course Subject and Title** | **Cr.** | **Min.**  **Grade** | **\*GE,**  **UU or UM** | **\*\*Sem. Offered** | **Prerequisite** | **Co Requisite** |
| Semester One | | | | | | |
| GE Objective 1: ENGL 1101 Writing and Rhetoric I | 3 | C- | GE | F, S, Su | Appropriate placement score |  |
| GE Objective 4 | 3 |  | GE | F, S, Su |  |  |
| MGT 1101 Introduction to Business | 3 |  |  | F,S |  |  |
| GE Objective 7 or 8: INFO/CS 1181 or INFO 1101 or FIN 1115 | 3 |  | GE | F, S, Su |  |  |
| Appropriate math prerequisite (MATH 1108) or Free Electives | 3 |  |  | F, S, Su |  |  |
| Total | 15 |  |  |  |  |  |
| Semester Two | | | | | | |
| GE Objective 1: ENGL 1102 Writing and Rhetoric II | 3 | C- | GE | F, S, Su | ENGL 1101 or equivalent |  |
| GE Objective 2: COMM 1101 Oral Communication | 3 |  | GE | F, S, Su |  |  |
| GE Objective 6: NOT ECON | 3 |  | GE | F, S, Su |  |  |
| GE Objective 5: Lecture and Lab | 4 |  | GE | F, S, Su |  |  |
| MKTG 2225 Basic Marketing Management | 3 |  |  | F, S |  |  |
| Total | 16 |  |  |  |  |  |
| Semester Three | | | | | | |
| GE Objective 3: MGT 2216 Business Statistics | 3 |  | GE | F,S | MATH 1108 and ENGL 1101 (or equivalent) | |
| GE Objective 4 | 3 |  | GE | F, S, Su |  |  |
| ACCT 2201 Principles of Accounting I | 3 |  |  | F,S | MATH 1108 (min. grade of C-) ENGL 1101 (or equivalent) | |
| GE Objective 6: ECON 2201 Principles of Macroeconomics | 3 |  | GE | F,S, Su |  |  |
| CMP 2201: Business and Professional Speaking | 3 |  |  | F, S, Su | COMM 1101 |  |
| Total | 15 |  |  |  |  |  |
| Semester Four |  |  |  |  |  |  |
| MGT 2217: Advanced Business Statistics | 3 |  |  | F, S | MGT 2216 |  |
| GE Objective 5: Lecture only | 3 |  | GE | F, S, Su |  |  |
| MGT 2261 Legal Environment of Organizations | 3 |  |  | F, S | Sophomore standing |  |
| ACCT 2202 Principles of Accounting II | 3 |  |  | F, S, | ACCT 2201with a grade of C- |  |
| ECON 2202 Principles of Microeconomics | 3 |  |  | F, S, Su |  |  |
| Total | 15 |  |  |  |  |  |
| Semester Five |  |  |  |  |  |  |
| GE Objective 9: | 3 |  | GE | F, S, Su |  |  |
| Either ENGL 3307 Professional and Technical Writing or  ENGL 3308 Business Communication | 3 |  | UM | F, S  F, S, Su | 45 Credits and ENGL 1102 or  60 Credits and ENGL 1102 |  |
| FIN 3315: Corporate Financial Management | 3 |  | UM | F, S | ACCT 2202, MGT 2216, ECON 2201 & 2202 | |
| MGT 3312: Individual and Organizational Behavior | 3 |  | UM | F, S | Junior standing and ENGL 1102 |  |
| MKTG 3310 Professional Development & Personal Branding | 3 |  | UM | F, S | MKTG 1101, MKTG 2225 |  |
| Total | 15 |  |  |  |  |  |
| Semester Six |  |  |  |  |  |  |
| INFO 3301: Intro to Informatics and Analytics | 3 |  | UM | F, S |  |  |
| Free Electives | 3 |  |  | F, S, Su |  |  |
| MGT 3329: Operations and Supply Chain Management | 3 |  | UM | F, S | MGT 2217 | INFO 3301 |
| MKTG 4427: Consumer Behavior | 3 |  | UM | F, S | MKTG 2225 |  |
| Upper Division Marketing elective | 3 |  | UM | F, S |  |  |
| Total | 15 |  |  |  |  |  |
| Semester Seven |  |  |  |  |  |  |
| Upper Division ISU elective | 3 |  | UM | F, S |  |  |
| Upper Division Marketing elective | 3 |  | UM | F, S |  |  |
| Upper Division COB elective | 3 |  | UM | F, S |  |  |
| Free Electives | 6 |  |  | F, S |  |  |
| Total | 15 |  |  |  |  |  |
| Semester Eight |  |  |  |  |  |  |
| MGT 4460: Problems in Policy and Management | 3 |  | UM | F, S | Senior & INFO 3301, FIN 3315, MGT 3312 & 3329, MKTG 2225 | |
| Upper Division COB elective – applied education requirement | 3 |  | UM | F, S |  |  |
| MKTG 4426 Marketing Research | 3 |  | UM | D | MGT 2216 and MKTG 2225 |  |
| Upper Division ISU elective | 3 |  | UM | F, S |  |  |
| Free Electives | 2 |  |  | F, S |  |  |
| Total | 14 |  |  |  |  |  |
| \*GE=General Education Objective, UU=Upper Division University, UM= Upper Division Major  \*\*See Course Schedule section of Course Policies page in the e-catalog (or input F, S, Su, etc.) | | | | | | |

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| BBA, Marketing Page 2 | | | | | | | |
| **2022-2023 Major Requirements** | **CR** | **GENERAL EDUCATION OBJECTIVES**  **Satisfy Objectives 1,2,3,4,5,6 (7 or 8) and 9** | | | | | **36 cr. min** |
| **MAJOR REQUIREMENTS** | **69** | 1. Written English (6 cr. min) ENGL 1101 | | | | | 3 |
| **COB Core Requirements** | **45** | ENGL 1102 | | | | | 3 |
| ACCT 2201 Principles of Accounting I | 3 | 2. Oral Communication (3 cr. min) COMM 1101 | | | | | 3 |
| ACCT 2202 Principles of Accounting II | 3 | 3. Mathematics (3 cr. min) MGT 2216 | | | | | 3 |
| MGT 1101 Introduction to Business | 3 | 4. Humanities, Fine Arts, Foreign Lang. **(2 courses; 2 categories; 6 cr. min)** | | | | | |
| CMP 2201 Business and Professional Speaking | 3 |  | | | | |  |
| ECON 2201 Principles of Macroeconomics (included in Gen Ed Obj. 6) | |  | | | | |  |
| ECON 2202 Principles of Microeconomics | 3 | 5. Natural Sciences **(2 lectures-different course prefixes, 1 lab; 7 cr. min)** | | | | | |
| Either ENGL 3307 Professional and Technical Writing  Or ENGL 3308 Business Communication | 3 |  | | | | |  |
|  | | | | |  |
| FIN 3315 Corporate Financial Management | 3 |  | | | | |  |
| INFO 3301 Introduction to Informatics and Analytics | 3 | 6. Behavioral and Social Science **(2 courses-different prefixes; 6 cr. min)** | | | | | |
| MGT 2216 Business Statistics (included in Gen Ed Obj. 3) | | ECON 2201 Principles of Macroeconomics | | | | | 3 |
| MGT 2217 Advanced Business Statics | 3 |  | | | | |  |
| MGT 2261 Legal Environments of Organizations | 3 | One Course from EITHER Objective 7 OR 8 **(1course; 3 cr. min)** | | | | | |
| MGT 3312 Individual and Organizational Behavior | 3 | 7. Critical Thinking | | INFO/CS 1181,  FIN 115, or INFO 1101 | | | 3 |
| MGT 3329 Operations and Supply Chain Management | 3 | 8. Information Literacy | |
| MGT 4460 Problems in Policy and Management | 3 | 9. Cultural Diversity **(1 course; 3 cr. min)** | | | | | |
| MKTG 2225 Basic Marketing Management | 3 |  | | | | |  |
| MKTG 3310 Professional Development & Personal Branding | 3 | General Education Elective to reach 36 cr. min. **(if necessary)** | | | | | |
| FIN 1115 or INFO 1101 or INFO/CS 1181 (included in Gen Ed Obj. 7/8) | |  | | | | |  |
|  |  |  | | | | |  |
| **Marketing** | **24** | Total GE | | | | | 37 |
| MKTG 4427 Consumer Behavior | 3 | Undergraduate Catalog and GE Objectives by [Catalog Year](https://www.isu.edu/advising/academic-support/general-education/)  *http://coursecat.isu.edu/undergraduate/programs/* | | | | | |
| MKTG 4426 Marketing Research | 3 |
| Upper Division Marketing elective | 3 | **MAP Credit Summary** | | | | | **CR** |
| Upper Division Marketing elective | 3 | Major | | | | | 69 |
| Upper Division COB elective | 3 | General Education | | | | | 37 |
| Upper Division COB elective | 3 | Free Electives to reach 120 credits | | | | | 14 |
| Upper Division ISU elective | 3 | TOTAL | | | | | 120 |
| Upper Division ISU elective | 3 |  | | | | | |
| **One of the above electives must be an Applied** |  | **Graduation Requirement Minimum Credit Checklist** | | | **Confirmed** | | |
| **Education Requirement (select one):** |  | Minimum 36 cr. General Education Objectives (15 cr. AAS) | | | | x | |
| **@ 3393** |  | Minimum 15 cr. Upper Division in Major (0 cr. Associate) | | | | x | |
| ACCT 4440 Accounting Practicum |  | Minimum 36 cr. Upper Division Overall (0 cr. Associate) | | | | x | |
| FIN 4451 Student Managed Investment Fund I |  | Minimum of 120 cr. Total (60 cr. Associate) | | | | x | |
| FIN 4452 Student Managed Investment Fund II |  |  | | | | | |
| INFO 4488 Informatics Senior Project |  | ***MAP Completion Status (for internal use only)*** | | | | | |
| MGT/MKTG 4411 Small Business & Entrepreneurship Prac. |  |  | *Date* | | | | |
| **Advising Notes** | |  |  | | | | |
|  | | *CAA or COT:* |  | | | | |
|  | |  |  | | | | |
|  | | **Complete College American Momentum Year**  **Math and English course in first year-Specific GE MATH course identified**  **9 credits in the Major area in first year**  **15 credits each semester (or 30 in academic year)**  **Milestone courses** | | | | | |
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Form Revised 9.10.2019