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| **Catalog Year 2019-2020**BBA, Marketing | ***(For internal use only)***[ ]  *No change*[x]  *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 |  |  |
| BA 1110: World of 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 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 |  |  |
| BA 2210 Intro to Professional Development I | 1 |  |  | F,S |  |  |
| 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 | 16 |  |  |  |  |  |
| 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 |  |  |
| BA 3310: Professional Development II | 1 |  | UM | F, S | BA 2210 |  |
| Either ENGL 3307 Professional and Technical Writing or ENGL 3308 Business Communication | 3 |  | UM | F, SF, S, Su | 45 Credits and ENGL 1102 or60 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 |  |
| Free Electives | 3 |  |  | F, S, Su |  |  |
|  Total | 16 |  |  |  |  |  |
| Semester Six |  |  |  |  |  |  |
| INFO 3301: Intro to Informatics and Analytics | 3 |  | UM | F, S |  |  |
| Free Electives | 3 |  |  | F, S, Su |  |  |
| MGT 3329: Operations and Production Management | 3 |  | UM | F, S | MGT 2217 | INFO 3301 |
| MGT 4427: Consumer Behavior | 3 |  | UM | F, S | MKTG 2225 |  |
| Upper Division Marketing elective | 3 |  | UM | F, S |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Seven |  |  |  |  |  |  |
| Upper Division 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 elective | 3 |  | UM | F, S |  |  |
|  Total | 12 |  |  |  |  |  |
| \*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 |
| **2019-2020 Major Requirements** | **CR** | **2019-2020 GENERAL EDUCATION OBJECTIVES****Satisfy Objectives 1,2,3,4,5,6 (7 or 8) and 9** | **36 cr. min** |
| **MAJOR REQUIREMENTS** | **68** | 1. Written English (6 cr. min) ENGL 1101 | 3 |
| **COB Core Requirements** | **44** |  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 |
| BA 1110 World of Business | 3 | 4. Humanities, Fine Arts, Foreign Lang. **(2 courses; 2 categories; 6 cr. min)** |
| BA 2210 Intro to Professional Development I | 1 |  |  |
| BA 3310 Exploring Professional Development II | 1 |  |  |
| CMP 2201 Business and Professional Speaking | 3 | 5. Natural Sciences **(2 lectures-different course prefixes, 1 lab; 7 cr. min)** |
| ECON 2201 Principles of Macroeconomics (included in Gen Ed Obj. 6) |  |  |
| ECON 2202 Principles of Microeconomics | 3 |  |  |
| Either ENGL 3307 Professional and Technical Writing | 3 |  |  |
| Or ENGL 3308 Business Communication | 6. Behavioral and Social Science **(2 courses-different prefixes; 6 cr. min)** |
| FIN 3315 Corporate Financial Management | 3 | ECON 2201 Principles of Macroeconomics | 3 |
| INFO 3301 Introduction to Informatics and Analytics | 3 |  |  |
| MGT 2216 Business Statistics (included in Gen Ed Obj. 3)  | One Course from EITHER Objective 7 OR 8 **(1course; 3 cr. min)** |
| MGT 2217 Advanced Business Statics | 3 | 7. Critical Thinking  | INFO/CS 1181,FIN 115, or INFO 1101 | 3 |
| MGT 2261 Legal Environments of Organizations | 3 | 8. Information Literacy  |
| MGT 3312 Individual and Organizational Behavior  | 3 | 9. Cultural Diversity **(1 course; 3 cr. min)** |
| MGT 3329 Operations and Production Management | 3 |  |  |
| MGT 4460 Problems in Policy and Management | 3 | General Education Elective to reach 36 cr. min. **(if necessary)** |
| MKTG 2225 Basic Marketing Management  | 3 |  |  |
| 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  | 68 |
| Upper Division COB elective | 3 | General Education  | 37 |
| Upper Division COB elective | 3 | Free Electives to reach 120 credits | 15 |
| Upper Division elective | 3 |  TOTAL | 120 |
| Upper Division elective | 3 |  |
| **One of the above electives must be an Applied**  |  | **Graduation Requirement Minimum Credit Checklist** | **Confirmed** |
| **Education Requirement choose from the following list**  |  | Minimum 36 cr. General Education Objectives (15 cr. AAS) | x |
| **of courses:** |  | 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:* |  |
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|  | **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