

Catalog Year 2018-2019

BBA Marketing

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 English Composition | 3 |  | GE |  |  |  | |
| 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 |  |  | |
| Free Electives | 3 |  |  |  |  |  | |
| Total | 15 |  |  |  |  |  | |
| Semester Two | | | | | | | |
| GE Objective 1: ENGL 1102 | 3 | C- | GE |  | ENGL 1101 or equivalent |  | |
| GE Objective 2: COMM 1101 Principles of Speech | 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 |  | |
| GE Objective 4: | 3 |  | GE | F, S, Su |  |  | |
| BA 2210: Professional Development I | 1 |  |  | F, S |  |  | |
| ACCT 2201: Principles of Accounting I | 3 |  |  | F, S | ENGL 1101 and MATH 1108 |  | |
| 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 |  |  | |
| ACCT 2202: Principles of Accounting II | 3 |  |  | F, S | ACCT 2201 |  | |
| 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 or 3308: Business Comm or Tech Writing | 3 |  | UM | F, S, Su | 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 | ENGL 1102 |  | |
| Free Electives | 2 |  |  |  |  |  | |
| Total | 15 |  |  |  |  |  | |
| Semester Six |  |  |  |  |  |  | |
| INFO 3301: Intro to Informatics and Analytics | 3 |  | UM | F, S | INFO 1100 or equivalent |  | |
| Free Electives | 3 |  |  |  |  |  | |
| MGT 3329: Operations and Production Management | 3 |  | UM | F, S | MGT 2217 |  | |
| MGT 4427: Consumer Behavior | 3 |  | UM | F, S | MKTG 2225 |  | |
| Upper Division Marketing elective | 3 |  | UM | F, S |  |  | |
| Total | 15 |  |  |  |  |  | |
| Semester Seven |  |  |  |  |  |  | |
| BA 4410: Professional Development III | 1 |  | UM | F, S | BA 3310 |  | |
| Free Electives | 3 |  |  | F, S |  |  | |
| Upper Division elective | 3 |  | UM | F, S |  |  | |
| Upper Division Marketing elective | 3 |  | UM | F, S |  |  | |
| Upper Division COB elective | 3 |  | UM | F, S |  |  | |
| Total | 13 |  |  |  |  |  | |
| 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 4454 or 4411 or 4493 or 4426 | 3 |  | UM | F, S |  |  | |
| Upper Division elective | 3 |  | UM | F, S |  |  | |
| Free Electives | 3 |  |  |  |  |  | |
| Total | 15 |  |  |  |  |  | |
| \*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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| **2018-2019 Major Requirements** | **CR** | **2018-2019 GENERAL EDUCATION OBJECTIVES**  **Satisfy Objectives 1,2,3,4,5,6 (7 or 8) and 9** | | | | | | **36 cr. min** |
| **MAJOR REQUIREMENTS** |  | 1. Written English (6 cr. min) ENGL 1101 | | | | | | 3 |
| **MAJOR REQUIREMENTS** | **69** | ENGL 1102 | | | | | | 3 |
| **COB Core Requirements** | **45** | 2. Spoken English (3 cr. min) COMM 1101 | | | | | | 3 |
| ACCT 2201 Principles of Accounting I | 3 | 3. Mathematics (3 cr. min) MGT 2216 | | | | | | 3 |
| ACCT 2202 Principles of Accounting II | 3 | 4. Humanities, Fine Arts, Foreign Lang. **(2 courses; 2 categories; 6 cr. min)** | | | | | | |
| BA 1110 World of Business | 3 |  | | | | | |  |
| BA 2210 Intro to Professional Development I | 1 |  | | | | | |  |
| BA 3310 Exploring Professional Development II | 1 | 5. Natural Sciences **(2 lectures-different course prefixes, 1 lab; 7 cr. min)** | | | | | | |
| BA 4410 Implementing Professional Development III | 1 |  | | | | | |  |
| CMP 2201 Business and Professional Speaking | 3 |  | | | | | |  |
| ECON 2201 Principles of Macroeconomics (included in General Education) | |  | | | | | |  |
| ECON 2202 Principles of Microeconomics | 3 |  | | | | | | |
| Either ENGL 3307 Professional and Technical Writing |  | 6. Behavioral and Social Science **(2 courses-different prefixes; 6 cr. min)** | | | | | | |
| or ENGL 3308 Business Communications | 3 | ECON 2201 | | | | | | 3 |
| FIN 3315 Corporate Financial Management | 3 |  | | | | | |  |
| INFO 3301 Introduction to Informatics and Analytics | 3 | One Course from EITHER Objective 7 OR 8 **(1course; 3 cr. min)** | | | | | | |
| MGT 2216 Business Statistics (included in General Education) | | 7. Critical Thinking Choose one: INFO/CS 1181 or | | | | | | 3 |
| MGT 2217 Advanced Business Statics | 3 | 8. Information Literacy Or: FIN 115 or INFO 1101 | | | | | |
| MGT 2261 Legal Environments of Organizations | 3 | 9. Cultural Diversity **(1 course; 3 cr. min)** | | | | | | |
| MGT 3312 Individual and Organizational Behavior | 3 |  | | | | | |  |
| MGT 3329 Operations and Production Management | 3 | General Education Elective to reach 36 cr. min. **(if necessary)** | | | | | | |
| MGT 4460 Problems in Policy and Management | 3 |  | | | | | |  |
| MKTG 2225 Basic Marketing Management | 3 | Total GE | | | | | | 37 |
| INFO/CS 1181 or FIN 1115 or INFO 1101 (Included in General Education) | | Undergraduate Catalog and GE Objectives by [Catalog Year](https://www.isu.edu/advising/academic-support/general-education/) | | | | | | |
| **Marketing** | **24** |
| MKTG 4427: Consumer Behavior | 3 |  | | | | |  | |
| MKTG 4454 OR MKTG 4411 OR MKTG 4493 OR MKTG 4426 | 3 | **MAP Credit Summary** | | | | | **CR** | |
| Upper Division Marketing elective | 3 | Major | | | | | 69 | |
| Upper Division Marketing elective | 3 | General Education | | | | | 37 | |
| Upper Division COB elective | 3 | Free Electives to reach 120 credits | | | | | 14 | |
| Upper Division COB elective | 3 | TOTAL | | | | | 120 | |
| Upper Division elective | 3 |  | | | | | | |
| Upper Division elective | 3 |
| One of the above electives must be an Applied Education Requirement: Choose from - @4493, ACCT 4440, FIN 4451, FIN 4452, INFO 4488, MGT/MKTG 4411 |  | **Graduation Requirement Minimum Credit Checklist** | | | **Confirmed** | | | |
|  |  | Minimum 36 cr. General Education Objectives (15 cr. AAS) | | | x | | | |
|  |  | Minimum 16 cr. Upper Division in Major (0 cr. Associate) | | |  | x | | |
|  |  | Minimum 36 cr. Upper Division Overall (0 cr. Associate) | | |  | x | | |
|  |  | Minimum of 120 cr. Total (60 cr. Associate) | | |  | x | | |
|  |  |  | |  | | | | |
| **Advising Notes** | | ***MAP Completion Status (for internal use only)*** | | | | | | |
|  | |  | *Date* | | | | | |
|  | | *Department:* |  | | | | | |
|  | | *CAA or COT:* |  | | | | | |
|  | | *Registrar:* |  | | | | | |
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Form Revised: 1.24.2018