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| **Catalog Year 2023-2024**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 Year.

\*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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| Course Subject and Title | Cr. | Min Grade | GE, UU, UM | Sem. Offered | Pre requisite | Co Requisite |
| Semester One  |
| MGT 1101 Introduction to Business | 3 | C- |  | F, S, Su |  |  |
| GE Obj. 1 (ENGL 1101: Writing and Rhetoric I) | 3 | C- | GE | F, S, Su | Appropriate placement score |  |
| GE Obj. 4 (Humanities/Fine Art/Foreign Lang.) | 3 |  | GE | F, S, Su |  |  |
| GE Obj. 8 (FIN 1115, INFO 1101) | 3 |  | GE | F, S, Su |  |  |
| Math Course MATH 1108 or MGT 1116 | 3 | C- |  | F, S, Su | Appropriate placement score |  |
| Total  | 15 |  |  |  |  |  |
| Semester Two |
| GE Obj. 1 (ENGL 1102: Writing and Rhetoric II) | 3 | C- | GE | F, S, Su |  |  |
| GE Obj. 2 (COMM 1101: Oral Communication) | 3 |  |  | F, S, Su |  |  |
| MKTG 2225: Introduction to Marketing  | 3 | C- | UM | F, S |  |  |
| GE Obj. 6 (Social & Behavioral Ways) | 3 |  | GE | F, S, Su |  |  |
| GE Obj. 5 (Lecture & Lab) | 4 | C- | GE | F, S, Su |  |  |
| Total  | 16 |  |  |  |  |  |
| Semester Three  |
| ACCT 2201: Principles of Accounting I | 3 | C- |  | F, S, Su | ENGL 1101/P and MATH 1108 or MGT 1116 |  |
| GE Obj. 4 (Humanities/Fine Art/Foreign Lang.) | 3 |  | GE | F, S, Su |  |  |
| GE Obj. 6 (ECON 2201: Principles of Macro) | 3 | C- | GE | F, S, Su |  |  |
| GE Obj. 5 (Lecture Only) | 3 |  | GE | F, S, Su |  |  |
| Free Elective | 3 |  |  | F, S |  |  |
| Total  | 15 |  |  |  |  |  |
| Semester Four  |
| ACCT 2202: Principles of Accounting II | 3 | C- |  | F, S, Su | ACCT 2201 w/minimum grade C- |  |
| ECON 2202: Principles of Microeconomics | 3 | C- |  | F, S, Su |  |  |
| MGT 2261: Legal Environment of Organization | 3 | C- |  | F, S, Su | Sophomore Standing  |  |
| GE Obj. 9 (Cultural Diversity) | 3 |  | GE | F, S, Su |  |  |
| Free Elective | 3 |  |  | F, S |  |  |
| Total  | 15 |  |  |  |  |  |
| Semester Five |
| MKTG 3310: Prof. Development & Per. Brand | 3 | C- |  | F, S  | MKTG 2225 and MGT 1101 |  |
| ENGL 3308: Business Communication | 3 | C- |  | F, S | 60 cr. and ENGL 1102 |  |
| MGT 3312: Individual and Org. Behavior | 3 | C-  |  | F, S | ENGL 1102 and Jr. status  |  |
| GE Obj. 3 (MGT 2216: Business Statistics) | 3 | C-  |  | F, S  | MATH 1108 or MGT 1116 & ENGL 1101/1101P |  |
| Free Elective  | 3 |  |  |  |  |  |
| Total  | 15 |  |  |  |  |  |
| Semester Six |
| MGT 2217: Advanced Business Statistics | 3 | C- |  | F, S | MGT 2216 & MATH 1108 or MGT 1116 |  |
| FIN 3315: Corporate Financial Management  | 3 | C-  |  | F, S | ACCT 2202, MGT 2216, ECON 2201 & ECON 2202 |  |
| MTKG 4426: Marketing Research | 3 | C-  |  | F, S  | MGT 2216 & MKTG 2225 |  |
| BA 3316: Introduction to Data Analytics | 3 | C- |  | F, S | MGT 2216; Pre or Co-req MGT 2217 | MGT 2217 |
| COB Upper-Level Elective  | 3 |  |  | F, S |  |  |
| Total  | 15 |  |  |  |  |  |
| Semester Seven  |
| MKTG 4427: Consumer Behavior | 3 | C- |  | F, S | MKTG 2225 |  |
| MGT 3329: Operation and Supply Chain Mgt. | 3 | C- |  | F, S | MGT 2217; Pre or Co-req BA 3316 | BA 3316 |
| COB Upper-level Elective | 3 | C- |  | F, S |  |  |
| Marketing Upper-Division Elective | 3 | C- |  | F, S |  |  |
| Upper Division ISU Elective | 3 | C- |  | F, S |  |  |
| Total | 15 |  |  |  |  |  |
| Semester Eight |
| MGT 4460: Strategic Management | 3 | C- |  | F, S | Sr.,BA 3316,FIN 3315,MGT 3312/3329,MKTG 2225 |  |
| COB Applied Ed. Requirement | 3 | C- |  | F, S |  |  |
| Marketing Upper-Division Elective | 3 | C- |  | F, S |  |  |
| Upper Division ISU Elective | 3 | C-  |   | F, S |  |  |
| Free Elective | 2 |  |  | F, S |  |  |
| Total  | 14 |  |  |  |  |  |

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| BBA, Marketing Page 2 |

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| **2023-2024 Major Requirements** | **CR** |
| **MAJOR REQUIREMENTS** | **75** |
| **COB Core Requirements** | **51** |
| ACCT 2201 Principles of Accounting I | 3 |
| ACCT 2202 Principles of Accounting II | 3 |
| MGT 1101 Introduction to Business | 3 |
| ECCON 2201 Principles of Macroeconomics(GE objective 6) | 3 |
| ECON 2202 Principles of Microeconomics | 3 |
| ENGL 3308 Business Communication | 3 |
| FIN 3315 Corporate Financial Management | 3 |
| BA 3316 Introduction to Data Analytics | 3 |
| MGT 2216 Business Statistics | 3 |
| MGT 2217 Applied Business Statistics | 3 |
| MGT 2261 Legal Environments of Organizations | 3 |
| MGT 3312 Individual and Organizational Behavior | 3 |
| MGT 3329 Operations and Supply Chain Management | 3 |
| MGT 4460 Strategic Management | 3 |
| MKTG 2225 Introduction to Marketing | 3 |
| MKTG 3310 Professional Development and Personal Branding | 3 |
| FIN 115 Personal Finance or INFO 1101 Digital Information Literacy (GE objective 7/8) | 3 |
| **Marketing**  | **24** |
| MKTG 4426 Marketing Research  | 3 |
| MKTG 4427 Consumer Behavior | 3 |
| Marketing Upper-Division Elective Course | 3 |
| Marketing Upper-Division Elective Course | 3 |
| COB Upper-Division Elective Course | 3 |
| COB Upper-Division Elective Course | 3 |
| ISU Upper-Division Elective Course | 3 |
| ISU Upper-Division Elective Course  | 3 |
|  |  |
| **Applied Education Requirement** Choose one of the following courses  | **3** |
| ACCT 4440 Accounting Practicum | 3 |
| MKTG 3393 Management Internship  | 1-3 |
| MKTG 4493 Management Internship  | 1-3 |
| FIN 4451 Student Managed Investment Fund I | 3 |
| FIN 4452 Student Managed Investment Fund II  | 3 |
| MGT 4411 Small Business Entrepreneurship Practicum | 3 |
| MKTG 4411 Small Business Entrepreneurship Practicum | 3 |
| ECON 4485 Econometrics | 3 |
| **Advising Notes** |
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| **General Education Objectives**Satisfy Objectives 1,2,3,4,5,6,7/8,9 | **36 cr. Min** |
| 1. Written English **(2 courses, 6 cr. min)** |
| ENGL 1101  | 3 |
| ENGL 1102 | 3 |
| 2. Oral Communication **(1 course, 3 cr. min)** |
| COMM 1101 Fundamentals of Oral Communication  | 3 |
| 3. Mathematics  |
| MGT 2216 Business Statistics  | 3 |
| 4. Humanities, Fine Arts, Foreign Lang.**(2 courses,2 catagories,6 cr.min)** |
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| 5. Natural Sciences **(2 lectures, 2 prefixes, 1 lab, 7 Cr. Min)** |
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| 6. Behavioral and Social Sciences **(2 courses, different prefixes,6 cr. min)** |
| ECON 2201 Principles of Macroeconomics | 3 |
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| One course from EITHER Objective 7 or 8 **(1 course, 3 cr. min)** |
| 7. Critical Thinking (For COB students elective only) |
| 8. Information Literacy  |
| FIN 1115 Personal Finance or INFO 1101 Digital Info Literacy | 3 |
| 9. Cultural Diversity **(1 course, 3 cr. min)** |
|  |  |
| General Education Elective to reach 36 cr. min **(if necessary)** |
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| Total GE | 36 |
| Undergraduate Catalog and GE Objectives by [Catalog Year](http://coursecat.isu.edu/undergraduate/programs/)*http://coursecat.isu.edu/undergraduate/programs/* |
| **MAP Credit Summary**  | **CR** |
| Major | 75 |
| General Education  | 36 |
| Free Elective to reach 120 credits  | 9 |
| Total  | 120 |
|  |
| **Graduation Requirement Minimum Credit Checklist** | **Check** |
| Minimum 36 cr. General Education Objectives (15 cr. AAS) |  |
| Minimum 15 cr. Upper Division in Major (0 cr. Associate) |  |
| Minimum 36 cr. Upper Division Overall (0 cr. Associate) |  |
| Minimum of 120 cr. Total (60 cr. Associate) |  |
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| Form Revised 05.01.2023 |