

2017-18 Degree Plan

Marketing Management, BBA

Anderson School of Management: Department of Marketing, Information and Decision Sciences (4 Year

Term 1	Hours Towards Degree: 15	Hours	Minimum Grade	Notes
MATH 121: College Algebra		3	C	
ENGL 110: Accelerated Composition or ENGL 111: Composition I and ENGL 112: Composition II or ENGL 113: Enhanced Composition		3	C	
Humanities Core Course		3	C	
Physical and Natural Sciences Core Course		3	C	
MGMT 113 or MGMT 158 or MGMT 190 or Free Elective		3	C	
Term Hours:		15		

Term 2	Hours Towards Degree: 31	Hours	Minimum Grade	Notes
MATH 180: Elements of Calculus I		3	C	
ENGL 120: Composition III		3	C	
Physical and Natural Science Core Course (With Laboratory)		4	C	
ECON 105: Macroeconomics		3	C	
Foreign Language Core Course		3	C	
Term Hours:		16		

Term 3	Hours Towards Degree: 46	Hours	Minimum Grade	Notes
ENGL 219: Technical Writing or ENGL 220: Expository Writing		3	C	
Fine Arts Core Course		3	C	
ECON 106: Microeconomics		3	C	
STAT 145 or STAT 245 or STAT 345		3	C	
Free Elective		3	C	
Term Hours:		15		


Term 4	Hours Towards Degree: 58	Hours	Minimum Grade	Notes
CS 150L: Computing for Business Students		3	C	
MGMT 202: Principles of Financial Accounting		3	C	
Social and Behavioral Science Core Course		3	C	
Free Elective		3	D-	
Term Hours:		12		

Term 5	Hours Towards Degree: 75	Hours	Minimum Grade	Notes
	MGMT 300: Operations Management	3	C-	
	MGMT 303: Managerial Accounting	3	C-	
	MGMT 306: Organizational Behavior and Diversity	3	C-	
	MGMT 322: Marketing Management	3	C-	
	MGMT 398: Career Management Skills	1	C-	
	Free elective	4	D-	
	Term Hours:	17		

Term 6	Hours Towards Degree: 90	Hours	Minimum Grade	Notes
	MGMT 326: Financial Management	3	C-	
	MGMT 450: Computer Based Information Systems	3	C-	
	Marketing Management Elective	3	C-	
	Free Elective	3	D-	
	Free Elective	3	D-	
	Term Hours:	15		

Term 7	Hours Towards Degree: 105	Hours	Minimum Grade	Notes
	MGMT 308: Ethical Political and Social Environment	3	C-	
	MGMT 310: Legal Issues for Managers	3	C-	
	MGMT 328: International Management	3	C-	
	MGMT 481: Marketing Research I	3	C-	
	Marketing Management Elective	3	C-	
	Term Hours:	15		

Term 8	Hours Towards Degree: 120	Hours	Minimum Grade	Notes
	MGMT 435: Marketing Strategy	3	C-	
	MGMT 498: Strategic Management	3	C-	
	Marketing Management Elective	3	C-	
	Upper Division Humanities	3	C	
	Free Elective	3	D-	
	Term Hours:	15		

Crucial course:  (A crucial course is a predictor for success in obtaining this degree. It should be taken in the term indicated in order to ensure timely progress to graduation.)