

UNDERGRADUATE DEGREE COMPLETION PLAN **BACHELOR OF BUSINESS ADMINISTRATION -MARKETING MAJOR - 120 CREDIT HOURS**

Name:							
Student ID:						BK110	
Updated On:						Arts & Humanities	
Advisor:						Social Science	
						Science	
INTRODUCTION TO	UNDERGRADUATI					General Electives	
Institution		Course		Term	Credits	BBA Core	
BU	BK110: Introductio	on to Undergraduate Stud	ies			Marketing Major	
		STILL NEEDED	3	EARNED	0	Total	
ARTS AND HUMAN	ITIES: NO MORE THAI	N 6 CREDITS IN ANY ONE DISCIP	LINE				
Institution		Course	Discipline	Term	Credits	Additional General	Electives
						BBA CORE	
						Institution	
							EN305
							BU315
							BU327
							BU333
		STILL NEEDED	18	EARNED	0		MKT3
SOCIAL SCIENCE							BU34
Institution		Course		Term	Credits		BU352
							BU373
						MARKETING MAJO	R
		STILL NEEDED	6	EARNED	0	Institution	
SCIENCE							мктз
Institution		Course		Term	Credits		МКТ3
							МКТЗ
							мктз
L							MKT4
		STILL NEEDED	6	EARNED	0		MKT4
GENERAL ELECTIVE	s						
Institution		Course		Term	Credits		
						CREDIT LIMITATION	IS
						TECHNICAL	
						PE (ACTIVITY)	
						FIELD EXPERIENCE	
						ASSESSED	
						r	
						CREDITS NOT TRAN	SFERRED
						Institution	
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		STILL NEEDED	45	EARNED	o	Anticipated Gradua	tion Date

	Required Credits	Credits Earned	Credits Still Needed:
BK110	3	0	3
Arts & Humanities	18	0	18
Social Science	6	0	6
Science	6	0	6
General Electives	45	0	45
BBA Core	24	0	24
Marketing Major	18	0	18
Total	120	0	120

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BBA CORE					
Institution		Course	Term	Credits	
	EN305: Written Communication II				
	BU315: Best Practices in	Management and Leader			
	BU327: Leveraging Tech	nology in Decision Making			
	BU333: Business Analyti	cs			
	MKT300: Principles of M	larketing			
	BU348: Strategic Humar	Resources			
	BU352: Business Law an	d Government Regulation			
	BU373: Applied Accounting for Business Decisions				
		STILL NEEDED	24	EARNED	0

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Course			Term	Credits
MKT330: Digital Media I	Marketing			
MKT340: Consumer Beh	avior			
MKT350: Integrated Ma	rketing Communication			
MKT378: Social Media S	trategies			
MKT420: Marketing Res	earch			
MKT440: Sales and Sale	s Processes			
	STILL NEEDED	18	EARNED	0
	MKT340: Consumer Beh MKT350: Integrated Ma MKT378: Social Media S MKT420: Marketing Res	Course MKT330: Digital Media Marketing MKT340: Consumer Behavior MKT350: Integrated Marketing Communication MKT378: Social Media Strategies MKT420: Marketing Research MKT440: Sales and Sales Processes	Course MKT330: Digital Media Marketing MKT340: Consumer Behavior MKT350: Integrated Marketing Communication MKT378: Social Media Strategies MKT420: Marketing Research MKT440: Sales and Sales Processes	Course Term MKT330: Digital Media Marketing MKT340: Consumer Behavior MKT350: Integrated Marketing Communication MKT378: Social Media Strategies MKT420: Marketing Research MKT440: Sales and Sales Processes

CREDIT LIMITATIONS	Credits	Max
TECHNICAL		12
PE (ACTIVITY)		11
FIELD EXPERIENCE		6
ASSESSED		30

CREDITS NOT TRANSFERRED					
Institution	Course	Discipline	Term	Credits	
	· · · · ·			0	

Anticipated Graduation Date: