

# MARKETING: MARKETING RESEARCH AND ANALYTICS, BSBA

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an example of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

| Course                                    | Title                                                                                                | Hours     |
|-------------------------------------------|------------------------------------------------------------------------------------------------------|-----------|
| <b>Freshman</b>                           |                                                                                                      |           |
| <b>Fall</b>                               |                                                                                                      |           |
| UNIV 1111                                 | First Year Seminar                                                                                   | 1         |
| ENGL 1113<br>or ENGL 1313                 | Composition I<br>or Critical Analysis and Writing I                                                  | 3         |
| HIST 1103<br>or HIST 1483<br>or HIST 1493 | Survey of American History<br>or American History to 1865 (H)<br>or American History Since 1865 (DH) | 3         |
| MSIS 2103                                 | Business Data Science Technologies                                                                   | 3         |
| MATH 1513                                 | College Algebra (Q) (or higher math class with A designation)                                        | 3         |
| 'G' designated course                     |                                                                                                      | 3         |
| <b>Hours</b>                              |                                                                                                      | <b>16</b> |
| <b>Spring</b>                             |                                                                                                      |           |
| EEE 2023                                  | Introduction to Entrepreneurship                                                                     | 3         |
| ENGL 1213<br>or ENGL 1413                 | Composition II<br>or Critical Analysis and Writing II                                                | 3         |
| POLS 1113                                 | American Government                                                                                  | 3         |
| MSIS 2233                                 | Business Analytics Fundamentals (Q)                                                                  | 3         |
| 'N' designated course                     |                                                                                                      | 3         |
| <b>Hours</b>                              |                                                                                                      | <b>15</b> |
| <b>Sophomore</b>                          |                                                                                                      |           |
| <b>Fall</b>                               |                                                                                                      |           |
| ACCT 2003                                 | Survey of Accounting                                                                                 | 3         |
| BADM 2111                                 | Career Planning for Business Success                                                                 | 1         |
| ECON 2003                                 | Microeconomic Principles for Business                                                                | 3         |
| MGMT 3013                                 | Fundamentals of Management (S)                                                                       | 3         |
| MKTG 3213                                 | Marketing (S)                                                                                        | 3         |
| 'H' designated course                     |                                                                                                      | 3         |
| <b>Hours</b>                              |                                                                                                      | <b>16</b> |
| <b>Spring</b>                             |                                                                                                      |           |
| MKTG 3323                                 | Consumer and Market Behavior                                                                         | 3         |
| MSIS 3223                                 | Principles of Data Analytics                                                                         | 3         |
| STAT 4053                                 | Statistical Methods I for the Social Sciences (Q)                                                    | 3         |
| 3 hours upper division MKTG               |                                                                                                      | 3         |
| 'H' designated course                     |                                                                                                      | 3         |
| <b>Hours</b>                              |                                                                                                      | <b>15</b> |
| <b>Junior</b>                             |                                                                                                      |           |
| <b>Fall</b>                               |                                                                                                      |           |
| BADM 3111                                 | Professional Development for Business Success                                                        | 1         |
| FIN 3113                                  | Principles of Finance                                                                                | 3         |
| LSB 3213                                  | Legal and Regulatory Environment of Business                                                         | 3         |
| MKTG 3653                                 | Marketing Analytics                                                                                  | 3         |
| MSIS 4673                                 | Data Visualization                                                                                   | 3         |

|                                 |                                                                                                |            |
|---------------------------------|------------------------------------------------------------------------------------------------|------------|
| 3 hours of electives            |                                                                                                | 3          |
| <b>Hours</b>                    |                                                                                                | <b>16</b>  |
| <b>Spring</b>                   |                                                                                                |            |
| BADM 3113                       | Practical Business and Interpersonal Skills                                                    | 3          |
| MKTG 4333                       | Marketing Research                                                                             | 3          |
| 'LN' designated course          |                                                                                                | 4          |
| 'D' designated course           |                                                                                                | 3          |
| 3 hours of electives            |                                                                                                | 3          |
| <b>Hours</b>                    |                                                                                                | <b>16</b>  |
| <b>Senior</b>                   |                                                                                                |            |
| <b>Fall</b>                     |                                                                                                |            |
| MKTG 4683<br>or MKTG 4693       | Managerial Strategies in Marketing<br>or Marketing Strategy and Customer-Employee Interactions | 3          |
| 3 hours upper-division MKTG     |                                                                                                | 3          |
| 3 hours upper-division business |                                                                                                | 3          |
| 3 hours of electives            |                                                                                                | 3          |
| 2 hours of electives            |                                                                                                | 2          |
| <b>Hours</b>                    |                                                                                                | <b>14</b>  |
| <b>Spring</b>                   |                                                                                                |            |
| MGMT 4513                       | Strategic Management                                                                           | 3          |
| 3 hours upper-division business |                                                                                                | 3          |
| 3 hours upper-division business |                                                                                                | 3          |
| 3 hours of electives            |                                                                                                | 3          |
| <b>Hours</b>                    |                                                                                                | <b>12</b>  |
| <b>Total Hours</b>              |                                                                                                | <b>120</b> |