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
Freshman		
Fall		
UNIV 1111	First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) 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
	Hours	**16**
Spring		
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
MSIS 2233	Business Analytics Fundamentals (Q)	3
MKTG 3213	Marketing (S)	3
'N' designated course		3
	Hours	**15**
Sophomore		
Fall		
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
EEE 2023	Introduction to Entrepreneurship	3
'H' designated course		3
	Hours	**16**
Spring		
MKTG 3323	Consumer and Market Behavior	3
MSIS 3223	Principles of Data Analytics	3
STAT 4053 or STAT 4013	Statistical Methods I for the Social Sciences (Q) or Statistical Methods I (Q)	3
3 hours upper division MKTG		3
'H' designated course		3
	Hours	**15**
Junior		
Fall		
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
	Hours	**16**
Spring		
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
	Hours	**16**
Senior		
Fall		
MKTG 4683 or MKTG 4693	Managerial Strategies in Marketing 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
	Hours	**14**
Spring		
MGMT 4513	Strategic Management	3
3 hours upper-division business		3
3 hours upper-division business		3
3 hours of electives		3
	Hours	**12**
	Total Hours	**120**