

First Year

1st Semester (15 hrs)			2nd Semester (15 hrs)		
Course	Title	hrs	Course	Title	hrs
ENGL A101*	Composition	3	ENGL A102*	Composition and Literature	3
SCHOOL REQ.	School Requirement	3	MATH A122	Survey of Calculus with Apps	3
HIST A101/A102	GEN ED Global Cultures	3	GEN ED	Humanities Choice	3
STAT A201	Elementary Statistics	3	POLI A201/ HISA210/HIST A202	GEN ED American Political Institutions	3
BADM A225	Principles of Financial Acct.	3	BADM A226	Principles of Managerial Acct.	3

Second Year

1st Semester (16 hrs)			2nd Semester (15 hrs)		
Course	Title	hrs	Course	Title	hrs
BADM A250	Principles in Marketing	3	BADM A299	Business Analytics	3
ECON A221/A222	Principles of Financial Acct.	3	BADM A363	Business Finance	3
GEN ED	Natural Science Choice	4	BADM A271	Management & Leadership	3
BADM A298	Information Management	3	ECON A221/A222	Micro/Macro Economics	3
COMM A201/A241	GEN ED Oral Communications	3	BADM A245**	Business Communications	3

Third Year

1st Semester (15 hrs)			2nd Semester (15 hrs)		
Course	Title	hrs	Course	Title	hrs
BADM A379**	Business & Society	3	BADM A383	International Business	3
GEN ED	Humanities Choice	3	FREE ELECT	Free elective**	3
SOBA ELECT	Business level A300 & above (BADM A378 is recommended)	3	MGMT A475	Operations & Supply Chain	3
Business	Technology or Analytics Elective	3	SOBA ELECT	Business level A300 & above	3
SCHOOL REQ.	School Requirement	3	SCHOOL REQ.	School Requirement	3

Fourth Year

1st Semester (15 hrs)			2nd Semester (14 hrs)		
Course	Title	hrs	Course	Title	hrs
MKTG A_	Concentration	3	SOBA ELECT	Business level A300 & above	3
SOBA ELECT	Business level A300 & above	3	BADM A478	Strategic Management	3
CONC ELECT	Concentration Elective A300 & above	3	CONC ELECT	Concentration Elective A300 & above	3
SOBA ELECT	Business level A300 & above	3	MKTG A_	Concentration	3
FREE ELECT	Free elective**	3	FREE ELECT	Free elective**	2

*Must earn a C or better. **Writing Intensive Course

Bachelor of Science in Business Administration

Concentration in Marketing

2026-2027 Academic Bulletin



SCHOOL OF
**Business
Administration**

Note: Courses designated as GEN ED may be switched with other courses in the same category.

-All online SOBA classes are offered in an 8-week format during 1A and 1B terms.

-Students should consult their bulletin, DegreeWorks, and Academic Advisor to ensure that all degree requirements are met.

-SOBA students may apply coursework toward both their degree program and an approved SOBA certificate in excess of the standard 50% limitation.

-Students seeking to complete a certificate must formally declare the certificate program through the university's established declaration process.