

C. T. BAUER COLLEGE OF BUSINESS

Bachelor of Business Administration, Marketing

Four-Year Academic Map 2021-2022

YEAR 1	Semester 1 Fall			Semester 2 Spring			Total	
	ENGL 1301	First Year Writing I*	3	ENGL 1302	First Year Writing II or Core 10 alt*	3		
	HIST 1377	The United States to 1877*	3	HIST 1378	The United States Since 1877*	3		
	MATH 1324	Finite Math with Application*/**	3	ECON 2301	Principles of Macroeconomics*/**	3		
	ACCT 2301	Prin of Financial Accounting**	3	ACCT 2302	Prin of Managerial Accounting**	3		
	BUSI 1301	Business Principles**	3	BCIS 1305	Business Computer Apps**	3		
	Semester Hours			15	Semester Hours			15

YEAR 2	Semester 1 Fall			Semester 2 Spring			Total	
	GOVT 2305	U.S. Gov: Congress, Pres, Cts*	3	GOVT 2306	US&Tx Constitution & Politics*	3		
	ECON 2302	Principles of Microeconomics**	3	FINA 3332	Principles of Financial Mgt	3		
	BUSI 2305	Business Statistics*/**	3	MANA 3335	Intro to Org Behavior & Mgt	3		
	BUSI 3302	Connecting Bauer to Business	3	MARK 3336	Elements of Marketing Admin	3		
	MARK3337	Professional Selling	3	SCM 3301	SCM Fundamentals	3		
	Semester Hours			15	Semester Hours			15

YEAR 3	Semester 1 Fall			Semester 2 Spring			Total	
	CORE	Life & Physical Science*	3	CORE	Life & Physical Science*	3		
	CORE	Creative Arts*	3	CORE	Language, Phil, and Culture*	3		
	MARK 3339	Marketing Strategy & Planning	3	MARK Elec	4000-level marketing elective	3		
	MARK Elec	4000-level marketing elective	3	MARK Elec	4000-level marketing elective	3		
	MARK Elec	4000-level marketing elective	3	MARK Elec	4000-level marketing elective	3		
	Semester Hours			15	Semester Hours			15

YEAR 4	Semester 1 Fall			Semester 2 Spring			Total	
	INTB 3355	Global Environment of Business	3	BUSI 4350	Business Law and Ethics*	3		
	Adv Bus Elec	3000-4000 level business course	3	Adv Bus Elec	3000-4000 level business course	3		
	Adv Elec	3000-4000 level course	3	Adv Elec	3000-4000 level course	3		
	Adv Elec	3000-4000 level course	3	Gen Elec	1000-4000 level course	3		
	Gen Elec	1000-4000 level course	3	Gen Elec	1000-4000 level course	3		
	Semester Hours			15	Semester Hours			15
							120	

*Core Curriculum

**Business Administration and Management Field of Study

>3000-4000 level business courses, except for BUSI 3300, ENTR 3310, ENTR 3312, and MARK 3337, are not open to non-business majors unless required for their major, a business minor or special program; these students should take core courses instead. Students are not eligible to change their major to business if they do not meet the requirements by the semester they complete 45 credit hours. Students should meet with their academic advisor to formulate their own plan.