

BRENNAN SCHOOL OF BUSINESS – BBA MARKETING MAJOR – FOUR YEAR COURSE MAP

	Fall	Spring	Summer
Year 1 33 HOURS	1. LAS Freshman Seminar 2. ECON 101 or ECON 102 (AREA STUDIES 1) 3. ENGL 101 4. MATH / CIS 120 5. LANGUAGE 16 HOURS	1. MGMT 197: BUSINESS GATEWAY PRACTICUM 2. ECON 101 or ECON 102 3. ENGL 102 4. MATH / CIS 120 5. LANGUAGE 6. BCDP 100 17 HOURS	
Year 2 31 HOURS	1. BLAW 201 or ENTR 297:ENTREPRENEURSHIP 2. ACCT 101 3. MKTG 301 or QUAN 201 4. ELECTIVE 5. AREA STUDIES (2) 6. BCDP 200 (Fall or Spring) 15 or 16 HOURS	1. BLAW 201 or ENTR 297:ENTREPRENEURSHIP 2. ACCT 102 3. QUAN 201 or MKTG 301 4. AREA STUDIES (3) 5. LAS Sophomore Seminar 6. BCDP 200 (Fall or Spring) 15 or 16 HOURS	
Year 3 33 HOURS	1. LAS Junior Seminar or ELECTIVE 2. BETH 301 or MGMT 301 3. MKTG ELECTIVE 4 4. MKTG ELECTIVE 5 5. AREA STUDIES (4) 6. BCDP 300 (Fall or Spring) 15 or 16 HOURS	1. BETH 301 or MGMT 301 2. MKTG 370 3. MKTG 371 4. FIN 301 5. ELECTIVE or LAS Junior Seminar 6. BCDP 300 (Fall or Spring) 15 or 16 HOURS	1. BCDP 397: INTERNSHIP *can apply for summer tuition internship grant. See Career Services for terms prior to summer. 2 HOURS
Year 4 28 HOURS	1. LAS Senior Seminar or ELECTIVE or MULTICULTURAL 2. MGMT 401 or MKTG ELECTIVE 6 3. AREA STUDIES (5) 4. MGMT 497: CAPSTONE or AREA STUDIES (6) 5. BCDP 400 13 HOURS	1. MGMT 497: CAPSTONE or AREA STUDIES (6) 2. MGMT 401 or MKTG ELECTIVE 6 3. MKTG 470 4. ELECTIVE or LAS Senior Seminar or MULTICULTURAL 5. AREA STUDIES (7) 15 HOURS	

125 HOURS TOTAL
 UNIV FDN (20)
 UNIV CORE (36)
 BSB CORE (45)
 BSB MAJOR (18)
 ELECTIVE (9)

Students will need to reference the advising worksheet for the full list of BSB required electives and the bulletin for prerequisite courses. Electives may be offered on a rotating schedule.