

Major Academic Plan for B.B.A. in Marketing

A Major Academic Plan (MAP) illustrates one way to complete a degree in a recommended number of semesters. Below is an example of an efficient and recommended plan, but actual plans will vary by individual student needs. Program requirements are based on Catalog Year.

Course Subject and Title	Credits	Min Grade	*Progr Elemer	**Whe Offerec	Prerequisite	Co Requisite
First Semester						
GE Objective 1: ENGL 1101	3	C-	GE	F, S, Su	Appropriate placement score	
GE Objective 4	3		GE	F, S, Su		
GE Objective 7 or 8: INFO 1181, CS 1181, INFO 1101, or FIN 1115	3		GE	F, S, Su		
BA 1110 The World of Business	3			F, S		
Free Elective	3					
Semester Total	15					
Second Semester						
GE Objective 1: ENGL 1102	3	C-	GE		ENGL 1101 or equivalent	
GE Objective 2: COMM 1101	3		GE	F, S, Su		
GE Objective 5: Lecture and Lab	4		GE	F, S, Su		
GE Objective 6: NOT ECON	3		GE	F, S, Su		
MKTG 2225 Basic Marketing Management	3			F, S		
Semester Total	16					
Third Semester						
GE Objective 3: MGT 2216	3		GE	F, S	ENGL 1101 and MATH 1108	
GE Objective 4	3		GE	F, S, Su		
GE Objective 6: ECON 2201	3		GE	F, S, Su		
ACCT 2201 Principles of Accounting I	3			F, S	ENGL 1101 and MATH 1108	
BA 2210 Introduction to Professional Development I	1			F, S		

CMP 2201 Business and Professional Communication	3			F, S, Su	COMM 1101	
Semester Total	16					
Fourth Semester						
GE Objective 5	3		GE	F, S, Su		
ACCT 2202 Principles of Accounting II	3			F, S	ACCT 2201	
ECON 2202 Principles of Microeconomics	3			F, S, Su		
MGT 2217 Advanced Business Statistics	3			F, S	MGT 2216	
MGT 2261 Legal Environment of Organizations	3			F, S	Sophomore standing.	
Semester Total	15					
Fifth Semester						
GE Objective 9	3		GE	F, S, Su		
BA 3310 Exploring Professional Development II	1		UM	F, S	BA 2210	
ENGL 3307 Professional and Technical Writing or ENGL 3308 Business Communications	3		UM	F, S, Su	45 credits and ENGL 1102 (for ENGL 3307) or 60 credits and ENGL 1102 (for ENGL 3308)	
FIN 3315 Corporate Financial Management	3		UM	F, S	ACCT 2202, ECON 2201 & 2202, MGT 2216	
MGT 3312 Individual and Organizational Behavior	3		UM	F, S	ENGL 1102 and Junior Standing	
Free Elective	2					
Semester Total	15					
Sixth Semester						
INFO 3301 Introduction to Informatics and Analytics	3		UM	F, S	INFO 1100 or equivalent	

MGT 3329 Operations and Production Management	3		UM	F, S	MGT 2217	INFO 3301
MKTG 4427 Consumer Behavior	3		UM	F, S	MKTG 2225	
Upper Division MKTG Elective	3		UM	F, S		
Free Electives	3					
Semester Total	15					
Seventh Semester						
BA 4410	1		UM	F, S	BA 3310	
Upper Division MKTG Elective	3		UM	F, S		
Upper Division COB Elective	3		UM	F, S		
Upper Division Elective	3		UM	F, S		
Free Electives	3					
Semester Total	13					
Eighth Semester						
MGT 4460 Strategic Management	3		UM	F, S	Senior; INFO 3301, FIN 3315, MGT 3312 & 3329, MKTG 2225	
MKTG 4454 Advanced Marketing Management or MKTG 4411 Small Business and Entrepreneurship Practicum or MKTG 4426 Marketing Research or mktg 4493	3		UM	F, S	9 credits of upper division marketing courses.	
Upper Division COB elective – applied education requirement	3		UM	F, S		
Upper Division Elective	3		UM	F, S		
Free Elective	3					
Semester Total	15					
Total	120					

** See Course Scheduling section of the Course Policies (<http://coursecat.isu.edu/undergraduate/academicinformation/coursepolicies>) page in the Undergraduate Catalog.

MAP Credit Summary	Credits
Major	69
General Education	37
Electives to reach 120 credits	14
Total	120

* GE = General Education Objective, UU = Upper Division University, UM = Upper Division Major