

First Year

Fall		Winter		Spring		Notes & Milestones
Course	Credit	Course	Credit	Course	Credit	
Freshman Inquiry	5	Freshman Inquiry	5	Freshman Inquiry	5	¹ Optional ² Placement test required – See Math Department ³ Non-Business (ex: Physical Education) ⁴ If already proficient in a second language, you will need additional non-business course requirements. See advisor. *See advisor Milestones: Opt-in to SBA (during Orientation) Meet with Academic Advisor (during fall term)
BA Second Language 101 ⁴	4	BA Second Language 102 ⁴	4	BA Second Language 103 ⁴	4	
BA 101	4	STAT 241 ²	4	General Elective ³	4	
MGMT 200 ¹ (Business School Basics)	2	General Elective ³	1	General Elective ³	1	
Total Credits	14-15	Total Credits	14	Total Credits	14	

Second Year

Fall		Winter		Spring		Notes & Milestones
Course	Credit	Course	Credit	Course	Credit	
Sophomore Inquiry	4	Sophomore Inquiry	4	Sophomore Inquiry	4	¹ If already proficient in second language, you will need additional non-business course requirements. See Advisor.
BA Second Language 201 ¹	4	BA Second Language 202 ¹	4	BA Second Language 203 ¹	4	
BA 205	4	EC 201	4	EC 202	4	
COMM 220	4	BA 211	4	BA 213	4	
Total Credits	16	Total Credits	16	Total Credits	16	

Third Year

Fall		Winter		Spring		Notes & Milestones
Course	Credit	Course	Credit	Course	Credit	
Upper Division Cluster	4	Upper Division Cluster	4	Upper Division Cluster	4	¹ BA 311 is the prerequisite course to Advertising
BA 301	4	BA 303	4	BA 325	4	
BA 311 ¹	4	BA 302	4	MKTG 363	4	
		MKTG 340U	4	BA Fine & Performing Arts	4	
Total Credits	12	Total Credits	16	Total Credits	16	

Fourth Year

Fall		Winter		Spring		Notes & Milestones
Course	Credit	Course	Credit	Course	Credit	
MKTG 441	4	BA 385	4	BA 495 ¹	6	¹ Prerequisite: All 7 BA 300 level courses and senior class standing. Meets Capstone requirement. ² Recommend 4 credit internship for one of these electives. ³ Non-Business Milestone: Apply to graduate two terms in advance (fall term).
MKTG 442	4	Business Elective ²	4	Upper Division Business Elective ²	4	
Business Elective ²	4	BA 339	4	MKTG 443	4	
General Elective ³	4	MKTG 460	4	General Elective	1	
Total Credits	16	Total Credits	16	Total Credits	15	