

## First Year

| Fall  |              | Winter                              |           | Spring                              |           | Notes & Milestones  |
|---|--------------|-------------------------------------|-----------|-------------------------------------|-----------|---|
| Course  | Credit       | Course                              | Credit    | Course                              | Credit    |   |
| Freshman Inquiry                                  | 5            | Freshman Inquiry                    | 5         | Freshman Inquiry                    | 5         | <sup>1</sup> Optional<br><sup>2</sup> Placement test required – See Math Department<br><sup>3</sup> Non-Business (ex: Physical Education)<br><sup>4</sup> If already proficient in a second language, you will need additional non-business course requirements. See advisor.<br>*See advisor<br><b>Milestones:</b> Opt-in to SBA (during Orientation)<br>Meet with Academic Advisor (during fall term) |
| BA Second Language 101 <sup>4</sup>               | 4            | BA Second Language 102 <sup>4</sup> | 4         | BA Second Language 103 <sup>4</sup> | 4         |   |
| BA 101  | 4            | STAT 241 <sup>2</sup>               | 4         | General Elective <sup>3</sup>       | 4         |   |
| MGMT 200 <sup>1</sup><br>(Business School Basics) | 2            | General Elective <sup>3</sup>       | 1         | General Elective <sup>3</sup>       | 1         |   |
| <b>Total Credits</b>                              | <b>13-15</b> | <b>Total Credits</b>                | <b>14</b> | <b>Total Credits</b>                | <b>14</b> |   |

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| Course                              | Credit    | Course                              | Credit    | Course                              | Credit    |  |
| Sophomore Inquiry                   | 4         | Sophomore Inquiry                   | 4         | Sophomore Inquiry                   | 4         | <sup>1</sup> If already proficient in second language, you will need additional non-business course requirements. See Advisor. |
| BA Second Language 201 <sup>1</sup> | 4         | BA Second Language 202 <sup>1</sup> | 4         | BA Second Language 203 <sup>1</sup> | 4         |  |
| BA 205                              | 4         | EC 201                              | 4         | EC 202                              | 4         |  |
| COMM 220                            | 4         | BA 211                              | 4         | BA 213                              | 4         |  |
| <b>Total Credits</b>                | <b>16</b> | <b>Total Credits</b>                | <b>16</b> | <b>Total Credits</b>                | <b>16</b> |  |

## Third Year

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|------------------------|-----------|------------------------|-----------|---------------------------|-----------|---|
| Course                 | Credit    | Course                 | Credit    | Course                    | Credit    |   |
| Upper Division Cluster | 4         | Upper Division Cluster | 4         | Upper Division Cluster    | 4         | <sup>1</sup> BA 311 is the prerequisite course to Advertising |
| BA 301                 | 4         | BA 303                 | 4         | BA 325                    | 4         |   |
| BA 311 <sup>1</sup>    | 4         | BA 302                 | 4         | MKTG 363                  | 4         |   |
|                        |           | MKTG 340U              | 4         | BA Fine & Performing Arts | 4         |   |
| <b>Total Credits</b>   | <b>12</b> | <b>Total Credits</b>   | <b>16</b> | <b>Total Credits</b>      | <b>16</b> |   |

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|--------------------------------|-----------|--------------------------------|-----------|--------------------------------|-----------|--|
| Course                         | Credit    | Course                         | Credit    | Course                         | Credit    |  |
| MKTG 441                       | 4         | BA 385                         | 4         | BA 495 <sup>1</sup>            | 6         | <sup>1</sup> Prerequisite: All 7 BA 300 level courses (except BA 327) and senior class standing. Meets Capstone requirement.<br><sup>2</sup> Recommend 4 credit internship for one of these electives.<br><sup>3</sup> Non-Business<br><b>Milestone:</b> Apply to graduate two terms in advance (fall term). |
| MKTG 442                       | 4         | Business Elective <sup>2</sup> | 4         | Business Elective <sup>2</sup> | 4         |  |
| BA 327                         | 2         | BA 339                         | 4         | MKTG 443                       | 4         |  |
| Business Elective <sup>2</sup> | 2         | MKTG 460                       | 4         | General Elective               | 1         |  |
| General Elective <sup>3</sup>  | 4         |                                |           |                                |           |  |
| <b>Total Credits</b>           | <b>16</b> | <b>Total Credits</b>           | <b>16</b> | <b>Total Credits</b>           | <b>15</b> |  |