

Business Administration Major – Marketing Minor

Suggested Enrollment Plan by Year

Updated March 26, 2026

Fall Freshman Year – Courses	Completed
UNIV 1010 Ranger Connection	
ENGL 1113/1114 English Composition I	
MATH 1513/1514 College Algebra	
Human Heritage & Culture (PSY/SOC/HIS/GEOG/CJUS/SCOM/FL/ART)	
SCOM1113 Intro to speech or FIN113 Personal Finance	
US Hist or Humanities/ Religion	
Total Hours	16

Spring Freshman Year– Courses	Completed
ENGL 1213 Composition II	
Biology/Phy Sci/Chemistry	
GBUS2013 Business Math	
SCOM 1113 Intro to Speech or FIN 1113 Personal Finance	
Total Hours	13

Fall Sophomore Year – Courses	Completed
Biology/ Phys Sci/ Chemistry	
US Hist or Humanities/ Religion	
HED2303 Wellness Concepts	
ACCT2123 Financial Accounting	
ECON2163 Intro to Statistics	
Total Hours	16

Spring Sophomore Year – Courses	Completed
POLS1113 American Fed Gov/ Politics	
ACCT 2133 Managerial Accounting	
GBUS2033 Leadership in Business	
ECON2113 Princ of Macroeconomics	
GBUS2903 Legal Environment of Bus	
Total Hours	15

Fall Junior Year – Courses	Completed
US Hist or Humanities/Religion	
MRKT3043 Principles of Marketing	
ECON2123 Princ of Microeconomics	
FIN3163 Business Finance	
MGMT3063 Princ of Management	
Total Hours	15

Spring Junior Year – Courses	Completed
MGMT3103 Management Controls	
MRKT3313 Technology & Marketing	
GBUS3753 Business Research	
GBUS3953 Business Society & Government	
General Elective	
Total Hours	15

Fall Senior Year – Courses	Completed
MRKT4113 International Marketing	
MIS3413 Management Info System	
MGMT3433 Organizational Behavior	
MRKT4253 Integrated Mrkt Communic	
Upper Level Marketing Elective	
Total Hours	15

Spring Senior Year – Courses	Completed
MGMT4433 Business Policy	
MRMT4123 Marketing Strategy	
Upper Level Marketing Elective	
General Elective	
General Elective	
Total Hours	15