

BCOMM Sample Course Plan: Marketing

First Year (0-30 CH)

Semester 1		Semester 2	
☐	ECON 1201	☐	ECON 1202
☐	MGMT 1281	☐	BCOM 1201
☐	MGSC 1205	☐	MGSC 1207
☐	MISA 1225	☐	ACCT 2241
☐	Electives* _____	☐	Electives* _____

Second Year (30 – 60 CH)

Semester 1		Semester 2	
☐	MGMT 2382	☐	MGMT 2385
☐	MGSC 2207	☐	FINA 2360
☐	MKTG 2270	☐	COMM 2293
☐	ACCT 2242	☐	MGSC 2217
☐	CMLW 2201	☐	ENTR 2201

Third Year (60 – 90 CH)

Semester 1		Semester 2	
☐	FINA 3361	☐	MGMT 3480
☐	MKTG 3376	☐	MKTG 3378
☐	MKTG 3379	☐	Electives* _____
☐	Electives* _____	☐	Electives* _____
☐	Electives* _____	☐	Electives* _____

Fourth Year (90 – 120 CH)

Semester 1		Semester 2	
☐	Electives* _____	☐	MGMT 4489
☐	Electives* _____	☐	Electives* _____
☐	Electives* _____	☐	Electives* _____
☐	Electives* _____	☐	Electives* _____
☐	Electives* _____	☐	Electives* _____

*Electives must consist of:

Course(s)	Credit hours	Name
1	3	Academic Literacy Requirement
1	3	Global Perspective Elective
4	12	Non-Commerce Elective
3	9	Marketing Electives
7	21	Free Elective

Academic Calendar is the official source for program information and requirements. Students can have alternative course plans to the one above. Students are encouraged to speak with an Academic Advisor about course planning questions.