

# C. T. BAUER COLLEGE OF BUSINESS

## Bachelor of Business Administration, Marketing

### Four-Year Academic Map 2026-2027

YEAR 1	Semester 1 Fall			Semester 2 Spring			Total	
	ENGL 1301	First Year Writing I (010)*	3	ENGL 1302	First Year Writing II (010)*	3		
	MATH 1324	Finite Math with App ((020)*/**)	3	ECON 2301	Prin of Macroecon (080)*/**	3		
	HIST 1301	The United States to 1877 (060)*	3	HIST 1302	United States Since 1877 (060)*	3		
	BCIS 1305	Business Computer Apps**	3	ACCT 2301	Prin of Financial Accounting**	3		
	BUSI 1301	Business Principles**	3	BUSI 2305	Business Statistics (090)*/**	3		
	Semester Hours			15	Semester Hours			15

YEAR 2	Semester 1 Fall			Semester 2 Spring			Total	
	ECON 2302	Principles of Microeconomics**	3	INTB 3355	Global Environment of Business	3		
	GOVT 2305	US Gov: Con, Pres Ct (070)*	3	GOVT 2306	US & Tx Con & Politics (070)*	3		
	ACCT 2302	Prin of Managerial Actctg**	3	MANA 3335	Intro to Org Behavior & Mgt	3		
	MARK 3336	Introduction to Marketing	3	MARK 3337	Professional Selling	3		
	BUSI 3302	Connecting Bauer to Business	3	MARK 3338	Intro to Marketing Analytics	3		
	Semester Hours			15	Semester Hours			15

YEAR 3	Semester 1 Fall			Semester 2 Spring			Total	
	CORE	Life & Physical Science I (030)*	3	CORE	Life & Physical Science II (030)*	3		
	FINA 3332	Principles of Finance	3	SCM 3301	SCM Fundamentals	3		
	MARK 3365	Intro to Digital Marketing	3	MARK Adv Elec	3000-4000 level MARK course	3		
	MARK Adv Elec	3000-4000 level MARK course	3	MARK Adv Elec	3000-4000 level MARK course	3		
	CORE	Language, Phil, and Culture (040)*	3	CORE	Creative Arts (050)*	3		
	Semester Hours			15	Semester Hours			15

YEAR 4	Semester 1 Fall			Semester 2 Spring			Total	
	BUSI 4350	Business Law and Ethics (090)*	3	Adv Elec	3000-4000 level course	3		
	MARK 4389	Marketing Strategy & Planning	3	Adv Elec	3000-4000 level course	3		
	Adv Bus Elec	3000-4000 level bus course	3	Gen Elec	1000-4000 level course	3		
	Adv Bus Elec	3000-4000 level bus course	3	Gen Elec	1000-4000 level course	3		
	Adv Elec	3000-4000 level course	3	Gen Elec	1000-4000 level course	3		
	Semester Hours			15	Semester Hours			15
							120	

\*Core Curriculum

\*\*Business Administration and Management Field of Study

>3000-4000 level business courses, except for BUSI 3300, ENTR 3310, ENTR 3311, ENTR 3312, MARK 3337, MARK 3338, and MARK 4379 are not open to non-business majors unless required for their major, a business minor or special program; these students should take core courses instead.

>A change of major to business is not an option if requirements are not met by the end of semester in which 45 credit hours occurs.

>Students should meet with their academic advisor to formulate their own plan. Consult with your Academic Advisor for information on special programs and tracks in each major prior to taking electives.