



# FINISH IN FOUR

Bachelor of Science in Business Administration  
Major: Marketing  
Concentration: Professional Selling and Sales Management  
Academic Year: 2020-2021

## Year One

### Fall Semester

BADM 1111 Business First Year Seminar  
ENGL 1113 Composition I  
HIST 1103 Survey of American History  
MATH 1483 Math Functions  
MSIS 2103 Business Data Science Technologies  
Social Science (S with D or I designations)

Total: 16 Credit Hours

### Spring Semester

EEE 2023 Introduction to Entrepreneurship  
ENGL 1213 Composition II  
MATH 2103 Business Calculus  
POLS 1113 American Government  
Natural Science (N)

Total: 15 Credit Hours

## Year Two

### Fall Semester

ACCT 2003 Survey of Accounting  
BADM 2111 Career Planning for Business Success  
ECON 2003 Microeconomic Principles for Business  
MGMT 3013 Fundamentals of Management  
MKTG 3213 Marketing  
Humanities (H with D or I designation)

Total: 16 Credit Hours

### Spring Semester

MKTG 3323 Consumer and Market Behavior  
BADM 3113 Interpersonal Skills  
MKTG 3473 Professional Selling  
3 hours upper division MKTG  
Humanities (H with D or I designation)

Total: 15 Credit Hours

## Year Three

### Fall Semester

BADM 3111 Professional Development for Business Success  
FIN 3113 Finance  
LSB 3213 Legal and Regulatory Environment of Business  
MKTG 3653 Marketing Analytics  
MKTG 3513 Sales Management  
3 hours electives

Total: 16 Credit Hours

### Spring Semester

MSIS 3223 Principles of Data Analytics  
MKTG 4333 Marketing Research  
Natural Science with lab (LN)  
3 hours upper division MKTG  
3 hours electives

Total: 16 Credit Hours

## Year Four

### Fall Semester

MKTG 4683 Managerial Strategies in Marketing  
or MKTG 4693 Marketing Strategy and Customer-Employee Interactions  
MKTG 3873 Internship  
3 hours of upper division business  
3 hour electives

Total: 14 Credit Hours

### Spring Semester

MGMT 4513 Strategic Management  
3 hours of upper division business  
3 hour electives  
3 hour electives

Total: 12 Credit Hours

This plan is only one example of how a student may successfully complete degree requirements in four years. Students are responsible for completing requirements as given in the official degree sheet for each major/concentration.



# SPEARS SCHOOL OF BUSINESS