

Draft Degree Plan

B.B.A., Marketing

(First-year students under the University Curriculum entering Fall 2012-Spring 2014 and transfer students entering through Spring 2015)

NOTES: DISC 1311 may be required. Required Marketing Internship must be taken after MKTG 3340. Courses for the Subset and Major are in *Italics*. Except for BL 3335 and BLI 3302, all Business core courses must be completed prior to taking STRA 5370 or CISB 5397.

*****Current Cox courses satisfying UC components:** ACCT 5314 - IL, BA 4111 - CE, BL 3335 - PRIE2, BLI 3302 - OC, BUSE 3330 - HC 2, FINA 4326 - IL, KNW 2311 - Ways of Knowing, MKTG 3342 - IL, MNO 3370 - IIC2, MNO 3371 - IL, MNO 3373 - HD, MNO 3375 - PRIE 2 and OC, MNO 4371 - HD, STRA 5370/CISB 5397 - IL

Year 1 - 1 st Sem First-Year	UC Category	Year 1 - 2 nd Sem First-Year	UC Category	Year 2 – 1 st Sem Sophomore	UC Category	Year 2 – 2 nd Sem Sophomore	UC Category
Fall		Spring		Fall		Spring	
<i>DISC 1312 or 2305 (H)</i>	Discernment and Discourse (DISC)	DISC 1313 or 2306 (H)	Discernment and Discourse (DISC)	<i>ACCT 2301</i>		<i>ACCT 2302</i>	
MATH 1303 if required; if not, <i>MATH 1309/1337</i>	Quantitative Foundation (QF)	<i>MATH 1309/1337</i> if not taken 1 st semester	Quantitative Foundation (QF)	<i>ITOM 2305 (H) or STAT 2301/2331</i>	Quantitative Foundation (QF)	<i>ITOM 2308</i>	
PAS level 1	Pure Applied Science (PAS)	<i>ECO 1312</i>		HC level 1	Historical Contexts (HC)	Level 2 pillar	PAS 1 or 2, HC2, CA2, or PRIE 2
<i>ECO 1311</i>	Quantitative Reasoning (QR)	IIC level 1	Individuals, Institutions & Cultures (IIC)	KNW or CF/CFA/CFB	Ways of Knowing	CA level 1	Creativity and Aesthetics (CA)
Second Language	Language Proficiency	Second Language	Language Proficiency	PRIE level 1	Philosophical and Religious Inquiry and Ethics (PRIE)	Proficiency and Experience	Proficiencies and Experiences
PRW1	Personal Responsibility & Wellness (PRW)	HDEV 1110 and/or PRW2	Personal Responsibility & Wellness (PRW)				
17		17/18		15		15	
Year 3 – 1 st Sem Junior	UC Category	Year 3 - 2 nd Sem Junior	UC Category	Year 4 – 1 st Sem Senior	UC Category	Year 4 – 2 nd Sem Senior	UC Category
Fall		Spring		Fall		Spring	
<i>MKTG 3340</i>		<i>MKTG 3342</i>	<i>Information Literacy (IL)</i>	<i>MKTG Elective</i>		<i>MKTG 5341</i>	
<i>BLI 3302</i>	<i>Oral Communications (OC)</i>	<i>MKTG 3343</i>		<i>Business Core</i>		<i>MKTG Elective</i>	
<i>MNO 3370</i>	<i>Individuals, Institutions, and Cultures (IIC) level 2</i>	<i>Business Core</i>		<i>BL 3335</i>	<i>Philosophical and Religious Inquiry and Ethics (PRIE)</i>	<i>STRA 5370 or CISB 5397</i>	<i>Information Literacy (IL)</i>
Proficiency and Experience	Proficiencies and Experiences	Free Elective		<i>Business Elective</i>		Free Elective	
Free Elective		Free Elective		<i>*MKTG 5150 (Internship)</i>	<i>Community Engagement (CE)</i>	Free Elective	
					*Note: student may request this experience		
15		15		13		Graduation! 15	