

Marketing B.B.A. – Marketing Research and Analytics Concentration

First Year – First Semester

Course	Title	Hours
GSD 101	Foundations of Learning	3
BUS 101	Nature of Business	3
ENG 101	Reading, Writing, and Rhetoric	3
MAT 112A & MAT 112B / MAT 114 / MAT 211	Approved mathematics option	3
E-3A	Arts	3
Semester Hours		15

First Year – Second Semester

Course	Title	Hours
BUS 206	Fundamentals of Problem Solving with Excel	3
ENG 102	Research, Writing, and Rhetoric	3
CMS 100 / CMS 210	Introduction to Human Communication / Public Speaking	3
E-2B	Natural Sciences	3
E-3B	Humanities	3
Semester Hours		15

Second Year – First Semester

Course	Title	Hours
BUS 200	Professional Development Two	1
BUS 207	Fundamentals of Interpersonal Business Communication	3
BUS 209	Fundamentals of Financial and Managerial Accounting	3
ECO 230	Fundamentals of Microeconomics	3
E-4A	Historical & Global Dimensions	3
Semester Hours		13

Second Year – Second Semester

Course	Title	Hours
BUS 204	Fundamentals of Business Law and Ethics	3
BUS 301	Essentials of Formal Communication	3
BUS 305	Essentials of Marketing	3
ECO 231	Fundamentals of Macroeconomics	3
STA 260	Business Statistics	3
Semester Hours		15

Third Year – First Semester

Course	Title	Hours
BUS 300	Professional Development Three	1
BUS 303	Essentials of Org Behavior and Human Resource Management	3
BUS 304	Essentials of MIS	3
MKT 350	Consumer Behavior in Marketing	3
Free Elective	Free electives	6
Semester Hours		16

Third Year – Second Semester

Course	Title	Hours
BUS 302	Essentials of Finance	3
MKT 400	International Marketing	3
MKT 555	Marketing Research and Analysis	3
Free Elective	Free electives	6
Semester Hours		15

Fourth Year – First Semester

Course	Title	Hours
BUS 400	Professional Development Four	1
BUS 305	Essentials of Supply Chain Management	3
MIS 430	Business Data Mining	3
MKT 556	Qualitative Research in Marketing	3
MKT 460	Marketing Management	3
Free Elective	Free elective	3
Semester Hours		16

Fourth Year – Second Semester

Course	Title	Hours
BUS 402	Integrated Strategic Management	3
MKT 481	Internship in Marketing	3
MKT 557	Experimental Design for Marketing	3
Free Elective	Free electives	6
Semester Hours		15

Program Total Hours**120**