

## Four-year Plan Marketing (BBA)

The following is a **suggested** four-year plan of study for freshmen entering LMU during the 2023-2024 academic year. This plan should be used in conjunction with the University catalog and in consultation with the faculty advisor. Transfer students should contact their advisor if they have questions regarding transfer credit. Courses listed on the four-year plan may be taken during other semesters, based on availability and course placement. This plan meets LMU's general education (Liberal Arts Common Core) requirements, major requirements and 300/400 level course requirements.

**NOTE: In order to graduate in four years (eight regular semesters), the student must average successful completion of 15 to 16 credit hours per semester. Please refer to the legend at the bottom of the page for an explanation of superscripts. LMU also requires all first-time freshmen students with less than 15 credits of college credit to complete UACT 100.**

### Freshman Year

ISYS 100 Computer Literacy <sup>a</sup>	2	History Requirement <sup>a</sup>	3
Science Requirement with Lab <sup>a</sup>	4	COMM 200 Fund of Speech Comm. <sup>a</sup>	3
Mathematics Requirement <sup>a</sup>	3	ENGL 102 Composition II <sup>a</sup>	3
UACT 100 Strategies of College Success <sup>a</sup>	1	Fine Arts Requirement <sup>a</sup>	3
ENGL 101 Composition I <sup>a</sup>	3	BUSN 260 Business Analysis Tools <sup>b</sup>	3
ECON 212 Principles of Microeconomics <sup>ab</sup>	<u>3</u>	LNCN 100 Lincoln's Life & Legacy <sup>a</sup>	<u>1</u>
	16		16

### Sophomore Year

ENGL 240 or 250 <sup>a</sup>	3	MKTG 300 Principles of Marketing <sup>b</sup>	3
ECON 213 Principles of Macroeconomics <sup>ab</sup>	3	BUSN 250 Social & Ethical Envi of Busn <sup>ad</sup>	3
ACCT 210 Financial Accounting <sup>b</sup>	3	Science Requirement with Lab <sup>a</sup>	4
BUSN 100 Introduction to Business <sup>c</sup>	3	History Requirement <sup>a</sup>	3
BUSN 270 Business Statistics <sup>b</sup>	<u>3</u>	ACCT 211 Managerial Accounting <sup>b</sup>	<u>3</u>
	15		16

### Junior Year

MKTG 310 Advertising <sup>cg</sup>	3	MGMT 300 Principles of Management <sup>b</sup>	3
MKTG 340 Brand Management <sup>cg</sup>	3	FIN 360 Corporate Finance <sup>b</sup>	3
CIVX 300 American Civics <sup>a</sup>	2	MKTG 330 Consumer Behavior <sup>cf</sup>	3
Elective	3	Elective	3
BUSN 350/350X Business Communications <sup>b</sup>	<u>3</u>	Elective	<u>3</u>
	14		15

### Senior Year

BUSN 440/440Z Legal Issues in Business <sup>b</sup>	3	BUSN 450 Business Strategy <sup>b</sup>	3
MKTG 435 Digital and Internet Mktg. <sup>cg</sup>	3	MKTG 440 Marketing Research <sup>cf</sup>	3
Business Elective 300/400 Level <sup>c</sup>	3	MKTG 430 Marketing Management <sup>cf</sup>	3
Elective	3	Business Elective 300/400 Level <sup>c</sup>	3
Elective	<u>3</u>	Elective	<u>3</u>
	15		15

Total Hours: 122

a = General Education or Degree Requirement  
 b = Business Core Requirement  
 c = Concentration Requirement  
 d = Recommended General Education Requirement  
 or Guided Elective

e = Collateral or Pre-Requisite Requirement  
 f = Spring only course (possible alternate odd/even years)  
 g = Fall only course (possible alternate odd/even years)