

Four-year Plan Marketing (BBA)

The following is a **suggested** four-year plan of study for freshmen entering LMU during the 2020-2021 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 16 to 17 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.

| <u>Freshman Year</u> | | | |
|---|----------|--|----------|
| ISYS 100 Computer Literacy ^a | 2 | History Requirement ^a | 3 |
| History Requirement ^a | 3 | COMM 200 Fund of Speech Comm. ^a | 3 |
| Mathematics Requirement ^a | 3 | ENGL 102 Composition II ^a | 3 |
| UACT 100 Strategies of College Success ^a | 2 | Science Requirement ^a | 4 |
| ENGL 101 Composition I ^a | 3 | BUSN 260 Business Analysis Tools ^e | 3 |
| ECON 212 Principles of Microeconomics ^{ab} | <u>3</u> | LNCN 100 Lincoln's Life & Legacy ^a | <u>1</u> |
| | 16 | | 17 |
| <u>Sophomore Year</u> | | | |
| ENGL 240, 250 or 260 ^a | 3 | MKTG 300 Principles of Marketing ^b | 3 |
| ECON 213 Principles of Macroeconomics ^{ab} | 3 | BUSN 250 Social & Ethical Envi of Busn ^{ad} | 3 |
| ACCT 210 Financial Accounting ^b | 3 | BUSN 100 Introduction to Business ^b | 3 |
| Science Requirement ^a | 4 | Fine Arts Requirement ^a | 3 |
| BUSN 270 Business Statistics ^b | <u>3</u> | ACCT 211 Managerial Accounting ^b | <u>3</u> |
| | 16 | | 15 |
| <u>Junior Year</u> | | | |
| MKTG 310 Advertising ^{cg} | 3 | BUSN 310 International Business ^b | 3 |
| MKTG 340 Brand Management ^{cg} | 3 | FIN 360 Corporate Finance ^b | 3 |
| LNCN 300 American Citizenship ^a | 1 | MKTG 330 Consumer Behavior ^{cf} | 3 |
| MGMT 300 Principles of Management ^b | 3 | Elective | 3 |
| BUSN 350/350X Business Communications ^b | 3 | Elective | 3 |
| Elective | <u>3</u> | Elective | <u>2</u> |
| | 16 | | 17 |
| <u>Senior Year</u> | | | |
| BUSN 440/440Z Legal Issues in Business ^b | 3 | BUSN 450 Business Strategy ^b | 3 |
| MKTG 435 Digital & Internet Marketing ^{cg} | 3 | MKTG 440 Marketing Research ^{cf} | 3 |
| MKTG Requirement 300/400 Level ^c | 3 | MKTG 430 Marketing Management ^{cf} | 3 |
| Elective | 3 | MKTG Requirement 300/400 Level ^{cf} | 3 |
| Elective | <u>4</u> | Elective | <u>3</u> |
| | 16 | | 15 |
| Total Hours: 128 | | | |

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)