

MARKETING (BBA)

2019-2020 RECOMMENDED PROGRAM SEQUENCE (Full-time)

120 CREDITS

MKTG BBA (MKTG)

| FRESHMAN YEAR | | | | | |
|-----------------------|---|---------------------|------------------------|---|---------------------|
| Fall Semester | | (15 credits) | Winter Semester | | (15 credits) |
| ACES100 | Achieving Career and Education Success | 3 | BITS211 | Microcomputer Applications: Spreadsheet | 3 |
| CISP111 | Requirements Planning and Development | 3 | ENGL110 | Advanced Composition | 3 |
| COMM120 | Presentation Techniques | 3 | MKTG211 | Marketing Foundations | 3 |
| ENGL109 | Composition | 3 | SOSC201 | Diversity in Society | 3 |
| MATH125 | Intermediate Algebra | 3 | | Social Science Elective | 3 |
| SOPHOMORE YEAR | | | | | |
| Fall Semester | | (16 credits) | Winter Semester | | (16 credits) |
| ACCT201 | Accounting Foundations I | 4 | ACCT202 | Accounting Foundations II | 4 |
| CISP211 | eBusiness Foundations | 3 | BUSN210 | Professional Ethics | 3 |
| MGMT211 | Management Foundations | 3 | FINC211 | Corporate Finance | 3 |
| STAT220 | Introduction to Statistics | 3 | LEGL210 | Business Law Foundations | 3 |
| | Humanities Elective | 3 | MKTG322 | Digital Marketing | 3 |
| JUNIOR YEAR | | | | | |
| Fall Semester | | (15 credits) | Winter Semester | | (15 credits) |
| DATA275 | Introduction to Data Analytics | 3 | ECON201 | Macroeconomics | 3 |
| ECON200 | Microeconomics | 3 | GPMT287 | Principles of Project Management | 3 |
| ENGL311 | Professional Writing | 3 | MKTG310 | Consumer Behavior | 3 |
| MKTG212 | Professional Selling | 3 | MKTG320 | Marketing of Services | 3 |
| | Marketing Elective | 3 | | Marketing Elective | 3 |
| SENIOR YEAR | | | | | |
| Fall Semester | | (15 credits) | Winter Semester | | (13 credits) |
| BUSN489 or MKTG490 | Field Experience in Business or Marketing BBA Internship | 3 | MKTG440 | Strategic Marketing | 3 |
| MKTG412 | Marketing Research | 3 | MKTG421 | International Marketing | 3 |
| | Marketing Elective | 3 | | Marketing Elective | 3 |
| | Marketing Elective | 3 | | Open Electives | 4 |
| | Open Elective | 3 | | | |

This information is subject to change and cannot be considered an agreement or contract between individual students and Davenport University. Refer to the current University catalog to confirm degree requirements.

Last Updated:

Finalized: 11/30 LG