

**MARKETING (BBA)**  
**2020-2021 RECOMMENDED PROGRAM SEQUENCE (Full-time)**  
**120 CREDITS**

**MKTG BBA (MKTG)**

FRESHMAN YEAR					
<b>Fall Semester</b>		<b>(15 credits)</b>	<b>Winter Semester</b>		<b>(15 credits)</b>
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
MATH120 or MATH125	College Mathematics or Intermediate Algebra	3		Social Science Elective	3
SOPHOMORE YEAR					
<b>Fall Semester</b>		<b>(16 credits)</b>	<b>Winter Semester</b>		<b>(16 credits)</b>
ACCT201	Accounting Foundations I	4	ACCT202	Accounting Foundations II	4
MGMT211	Management Foundations	3	BUSN210	Professional Ethics	3
MKTG212	Professional Selling	3	FINC211	Corporate Finance	3
STAT220	Introduction to Statistics	3	LEGL210	Business Law Foundations	3
	Humanities Elective	3	MKTG322	Digital Marketing	3
JUNIOR YEAR					
<b>Fall Semester</b>		<b>(15 credits)</b>	<b>Winter Semester</b>		<b>(15 credits)</b>
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
	Marketing Elective	3	MKTG320	Marketing of Services	3
	Marketing Elective	3		Marketing Elective	3
SENIOR YEAR					
<b>Fall Semester</b>		<b>(15 credits)</b>	<b>Winter Semester</b>		<b>(13 credits)</b>
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: 12/20 LMG