



BBA in Marketing Major Map
University Advisement Center

For students entering the degree program during the 2020 - 2021 catalog year

Semester	Year	Area	Recommended Courses	Hours
Fall		Area A	ENGL 1101	3
		Area A	MATH 1111 or Higher	3
		Area F	BUSA 1105	3
		GSU	GSU 1010	1
		Area B	Option 1	2
		Area F	ECON 2105	3
			Total Hours	15

Semester	Year	Area	Recommended Courses	Hours
Fall		Area F	ACCT 2101	3
		Area C	Fine Arts or For Lang	3
		Area E	Social Science Found	3
		Area F	CIS 2010	3
		Area D	D1 Sequence	4
			Total Hours	16

Semester	Year	Area	Recommended Courses	Hours
Fall		Area G	MK 3010	3
		Area G	MGS 3400	3
		Area K	3K/4K Elective	3
		Area H	BCOM 3950	3
		Area G	MGS 3100	3
			Total Hours	15

Semester	Year	Area	Recommended Courses	Hours
Fall		Major	MK 4200	3
		Major	MK 4K Elective	3
		Major	MK 4K Elective	3
		Area K	3K/4K Elective	3
		Global Business Exp	BUSA 4001 & BUSA 4002	3
			Total Hours	15

Semester	Year	Area	Recommended Courses	Hours
Spring		Area A	ENGL 1102	3
		Area D2	MATH 1401	3
		Area F	ECON 2106	3
		Area B	Option 2	2
		Area E	POLS 1101	3
			Total Hours	14

Semester	Year	Area	Recommended Courses	Hours
Spring		Area F	ACCT 2102	3
		Area C	Humanities	3
		Area D	D1 Sequence	4
		Area E	World Hist and Pols	3
		Area E	HIST 2110	3
			Total Hours	16

Semester	Year	Area	Recommended Courses	Hours
Spring		Area G	FI 3000	3
		Area G	LGLS 3610	3
		Area K	3K/4K Elective	3
		Major	MK 4010	3
		Major	MK 4100	3
			Total Hours	15

Semester	Year	Area	Recommended Courses	Hours
Fall		Major	MK 4900	3
		Major	MK 4K Elective	3
		Area J	RCB 3K/4K Elective	3
		Area J	RCB 3K/4K Elective	3
		Area L	BUSA 4980 & BUSA 4990	3
			Total Hours	15

Total Hours 121

1st Year Milestones: Complete ENGL 1101, ENGL 1102 and MATH 1111 or higher.

2nd Year Milestones: Successfully complete the Pre-BBA program: **complete Business Foundation area with 2.8 GPA-cto**

3rd Year Milestones: Start Junior Business Core; Student must take MGS 3100 before taking MK 4010; **MK 3010 is required before all 4000 level MK courses. BCOM is required before all 4000 level MK courses except MK 4010 & 4200 cto.**

4th Year Milestones: Complete the remaining MK courses; MK 4010/4100/4200 must be completed before taking MK 4900; Complete BUSA 4980 course and BUSA 4990 exit exam in final semester.

Course qualifies for academic residency
 Course is/has mandatory pre/co-requisite or
 **Course is available on rotating schedule
 Course includes signature experience