



FALL THROUGH SPRING VERSION FALL 2026	B.B.A IN MARKETING	TOTAL HOURS TO GRADUATE: 120
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PRE-BUSINESS CORE REQUIREMENTS - 56 HOURS	UPPER BUSINESS CORE - 24 HOURS	MAJOR REQUIREMENTS - 21 HOURS
<p>English (6 hours)</p> <p>EN 1103 English Composition I (3 hours) EN 1113 English Composition II (3 hours)</p> <p>Mathematics (6 hours)</p> <p>MA 1313 College Algebra (3 hours) MA 1613* Calculus for Business & Life Science (3 hours)</p> <p><i>*Prerequisite: C or better in MA 1313</i></p> <p>General Education (24 hours)</p> <p><u>Public Speaking (3 hours):</u> (CO 1003 or 1013);</p> <p><u>Social/Behavioral Science (6 hours):</u> (AN 1103, 1143, 1343, 1543; CO 1223, 1403; EPY 2513, 3503, 3543; GR 1123, 2013; HS 1813; PS 1313, 1513; PS 1113; PSY 1013, 3073; SO 1003, 1103, 1203)</p> <p><u>Creative Discovery (3 hours):</u> (ARC 1013; ART 1013, 1023, 1113; CO 1503; ID 3643; LA 1803; MU 1113, 2213, 2323; PE 1123; PSS 2343; TKI 2413);</p> <p><u>Humanities Elective (6 hours):</u> (ARC 2313, 3313, 3323; EN 2203, 2213, 2243, 2253, 2273, 2283; FL 1113, 1123, 2133, 2143; HI 1063, 1073, 1163, 1173, 1213, 1223, 1313, 1323, 4683; PHI 1103, 1113, 1123, 3023, 3033, 3153; REL 1103, 3213, 3223)</p> <p><u>Science with a Lab (6 hours, at least 1 lab):</u> (BIO 1023, 1123, 1004; GG 1113 & 1111, 1123 & 1121; PH 1013 & 1011, 1023 & 1021)</p> <p>Accounting** (6 hours)</p> <p>ACC 2013 Principles of Financial Accounting ACC 2023* Principles of Managerial Accounting</p> <p><i>*Prerequisite: ACC 2013</i></p> <p>Business Information Systems** (2 hours)</p> <p>BIS 1012 Intro to Business Information Systems</p> <p>Business Law** (3 hours)</p> <p>BL 2413 The Legal Environment of Business</p> <p>Business Statistics** (3 hours)</p> <p>BQA 2113* Business Statistical Methods I</p> <p><i>*Prerequisite: MA 1613 & BIS 1012</i></p> <p>Economics** (6 hours)</p> <p>EC 2113 Principles of Macroeconomics (3 hours) EC 2123 Principles of Microeconomics (3 hours)</p> <p>**MUST EARN A GRADE OF C OR BETTER IN PRE-BUSINESS ACC, BIS, BL, BQA, AND EC COURSE</p>	<p>BIS 3233 - Management Information Systems</p> <p>BQA 3123 - Business Statistical Methods II <i>Prerequisite: BQA 2113</i></p> <p>FIN 3123 - Financial Management <i>Prerequisite: EC 2123, ACC 2013, BQA 2113 & Junior Standing</i></p> <p>SCL 3323 - International Logistics <i>Prerequisite: Junior Standing</i></p> <p>MGT 3113 - Principles of Management <i>Prerequisite: Junior Standing</i></p> <p>MGT 3213 - Organizational Communications <i>Prerequisite: EN 1113 & Junior Standing</i></p> <p>MKT 3013 - Principles of Marketing <i>Prerequisite: Junior Standing</i></p> <p>BUS 4853 - Strategic Management <i>Prerequisite: MKT 3013, MGT 3113, BIS 3233, FIN 3123 & Graduating Senior</i></p> <p>Electives (19 Hours)</p> <p>May be taken either in the College of Business or outside the College of Business. Consider a minor or second major in an area you enjoy.</p> <p>Additional Graduation Requirements</p> <ul style="list-style-type: none"> • Minimum of 2.5 GPA in Major Courses Attempted • Minimum of 2.5 GPA in 3000/4000 Business Courses • Minimum 30 hours in 3000/4000 Business Courses at MSU • Maximum of 2 D's in 3000/4000 Business and Major Courses • Maximum of 60 hours transferred from community colleges <p>Note</p> <p>The last number in a 4-digit course number indicates the number of credit hours received for the course. (Ex: MKT 3013 ends in 3, so it is a 3-hour course; BIS 1012 ends in 2 and is a 2-hour course.)</p>	<p>MKT 4413: Consumer Behavior <i>Prerequisite: MKT 3013</i></p> <p>MKT 4533: Marketing Research <i>Prerequisite: BQA 3123 & MKT 3013</i></p> <p>MKT 4813: Marketing Management <i>Prerequisite: Marketing Graduating Senior</i></p> <p>4 Major Electives (MKT 3213, 3323, 3933, 4033, 4113, 4123, 4143, 4213, 4313, 4333, 4613)</p> <p>Notes:</p>



FALL THROUGH SPRING
VERSION FALL 2026

B.B.A IN MARKETING

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GRADUATE: 120

RECOMMENDED COURSE OF STUDY - 120 HOURS MINIMUM

YEAR	FIRST SEMESTER	HOURS	SECOND SEMESTER	HOURS
ONE	EN 1103 English Composition I	3	EN 1113 English Composition II	3
	MA 1313 College Algebra	3	Public Speaking	3
	Social/Behavioral Science Elective	3	MA 1613 Cal for Business & Life Sciences	3
	Humanities Elective	3	Social/Behavioral Science Elective	3
	BIS 1012 Intro to Business Information Systems	2	Science with a Lab	3
	Free Elective	1		
	TOTAL SEMESTER CREDIT HOURS	15	TOTAL SEMESTER CREDIT HOURS	15
TWO	ACC 2013 Principles of Financial Accounting	3	ACC 2023 Principles of Managerial Accounting	3
	EC 2113 Principles of Macroeconomics	3	EC 2123 Principles of Microeconomics	3
	BL 2413 The Legal Environment of Business	3	BQA 2113 Business Statistical Methods I	3
	Science	3	Free Elective	3
	Creative Discovery	3	Humanities Elective	3
	TOTAL SEMESTER CREDIT HOURS	15	TOTAL SEMESTER CREDIT HOURS	15
THREE	SCL 3323 International Logistics	3	FIN 3123 Financial Management	3
	MKT 3013 Principles of Marketing	3	MGT 3213 Organizational Communication	3
	MGT 3113 Principles of Management	3	MKT 4413 Consumer Behavior	3
	BQA 3123 Business Statistical Methods II	3	Marketing Elective	3
	Free Elective	3	Free Elective	3
	TOTAL SEMESTER CREDIT HOURS	15	TOTAL SEMESTER CREDIT HOURS	15
FOUR	MKT 4533 Marketing Research	3	MKT 4813 Marketing Management	3
	BIS 3233 Management Information Systems	3	BUS 4853 Strategic Management	3
	Marketing Elective	3	Marketing Elective	3
	Free Elective	3	Marketing Elective	3
	Free Elective	3	Free Elective	3
	TOTAL SEMESTER CREDIT HOURS	15	TOTAL SEMESTER CREDIT HOURS	15