



FALL THROUGH SPRING VERSION FALL 2026	B.B.A IN MARKETING INTEGRATED DIGITAL MARKETING CONCENTRATION	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</u> (3 hours): (CO 1003 or 1013);</p> <p><u>Social/Behavioral Science</u> (6 hours): (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</u> (3 hours): (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</u> (6 hours): (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</u> (6 hours, at least 1 lab): (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>MKT 4213: AI-Driven Digital Marketing</p> <p>MKT 4223: Social Media Marketing</p> <p>IDM Electives (6 hours from): MKT 3213, 3513, 4123, 4423</p> <p>Notes:</p>



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RECOMMENDED COURSE OF STUDY - 120 HOURS MINIMUM

YEAR	FIRST SEMESTER	HOURS	SECOND SEMESTER	HOURS
ONE	EN 1103 English Composition I MA 1313 College Algebra Social/Behavioral Science Elective Humanities Elective BIS 1012 Intro to Business Information Systems Free Elective	3 3 3 3 2 1	EN 1113 English Composition II Public Speaking MA 1613 Cal for Business & Life Sciences Social/Behavioral Science Elective Science with a Lab	3 3 3 3 3 3
	TOTAL SEMESTER CREDIT HOURS	15	TOTAL SEMESTER CREDIT HOURS	15
TWO	ACC 2013 Principles of Financial Accounting EC 2113 Principles of Macroeconomics BL 2413 The Legal Environment of Business Science Creative Discovery	3 3 3 3 3	ACC 2023 Principles of Managerial Accounting EC 2123 Principles of Microeconomics BQA 2113 Business Statistical Methods I Free Elective Humanities Elective	3 3 3 3 3
	TOTAL SEMESTER CREDIT HOURS	15	TOTAL SEMESTER CREDIT HOURS	15
THREE	SCL 3323 International Logistics MKT 3013 Principles of Marketing MGT 3113 Principles of Management BQA 3123 Business Statistical Methods II Free Elective	3 3 3 3 3	FIN 3123 Financial Management MGT 3213 Organizational Communication MKT 4413 Consumer Behavior MKT 4123 AI-Driven Digital Marketing Free Elective	3 3 3 3 3
	TOTAL SEMESTER CREDIT HOURS	15	TOTAL SEMESTER CREDIT HOURS	15
FOUR	MKT 4533 Marketing Research BIS 3233 Management Information Systems MKT 4223 Social Media Marketing IDM Elective Free Elective	3 3 3 3 3	MKT 4813 Marketing Management BUS 4853 Strategic Management IDM Elective Free Elective Free Elective	3 3 3 3 3
	TOTAL SEMESTER CREDIT HOURS	15	TOTAL SEMESTER CREDIT HOURS	15