H. Wayne Huizenga College of Business and Entrepreneurship DEGREE CURRICULUM SHEET | 2021-2022 CATALOG

Bachelor of Science in Business Administration major in Marketing

	Freshm	an tear	
Fall		Winter	
Course	<u>Credits</u>	Course	<u>Credits</u>
UNIV 1000: First Year Seminar	3	COMP 2000: Advanced College Writing	3
COMP 1500: College Writing	3	MATH 2020: Applied Statistics	3
MATH 1040: Algebra for College Students	3	MGT 2150: Business Law I	3
MGT 2050: Principles of Management	3	General Education: Arts and Humanities	3
General Education: Arts and Humanities	3	General Education: Science	3
Total Credits	15	Total Credits	15
	Sophom	ore Year	
Fall		Winter	
Course	<u>Credits</u>	<u>Course</u>	<u>Credits</u>
ACT 2020:Foundations of Accounting 1	3	ACT 2030: Foundations of Accounting 2	3
ECN 2020: Principles of Microeconomics	3	ECN 2025: Principles of Macroeconomics	3
MGT 4170: Organizational Behavior	3	ISM 3660: Management Information Systems	3
MKT 3050: Marketing Principles and Applications	3	MKT 3060: Consumer Behavior	3
General Education: Science	3	Program Elective	3
Total Credits	15	Total Credits	15
	Junio	r Year	
Ea11	•	Mintor	
Fall	Cradita	Winter	Cradita
Course	<u>Credits</u>	Course	Credits
<u>Course</u> FIN 3010: Corporation Finance	3	<u>Course</u> QNT 2880: Introduction to Data Analytics & Decision N	3
<u>Course</u> FIN 3010: Corporation Finance INB 3550: International Business	3 3	<u>Course</u> QNT 2880: Introduction to Data Analytics & Decision N MKT 4700: Marketing Research	3
Course FIN 3010: Corporation Finance INB 3550: International Business MKT 4100: Integrated Marketing Communication	3 3 3	<u>Course</u> QNT 2880: Introduction to Data Analytics & Decision N MKT 4700: Marketing Research MKT 3900: Internship, MKT 4966 Study Abroad, or HC	3 3 3
Course FIN 3010: Corporation Finance INB 3550: International Business MKT 4100: Integrated Marketing Communication Open Elective	3 3 3 3	Course QNT 2880: Introduction to Data Analytics & Decision N MKT 4700: Marketing Research MKT 3900: Internship, MKT 4966 Study Abroad, or HC Program Elective	3 3 3 3
Course FIN 3010: Corporation Finance INB 3550: International Business MKT 4100: Integrated Marketing Communication Open Elective MKT Elective Course	3 3 3	<u>Course</u> QNT 2880: Introduction to Data Analytics & Decision N MKT 4700: Marketing Research MKT 3900: Internship, MKT 4966 Study Abroad, or HC	3 3 3
Course FIN 3010: Corporation Finance INB 3550: International Business MKT 4100: Integrated Marketing Communication Open Elective	3 3 3 3 3 15	Course QNT 2880: Introduction to Data Analytics & Decision N MKT 4700: Marketing Research MKT 3900: Internship, MKT 4966 Study Abroad, or HC Program Elective MKT Elective Course	3 3 3 3 3
Course FIN 3010: Corporation Finance INB 3550: International Business MKT 4100: Integrated Marketing Communication Open Elective MKT Elective Course	3 3 3 3 3 15	Course QNT 2880: Introduction to Data Analytics & Decision N MKT 4700: Marketing Research MKT 3900: Internship, MKT 4966 Study Abroad, or HC Program Elective MKT Elective Course Total Credits	3 3 3 3 3
Course FIN 3010: Corporation Finance INB 3550: International Business MKT 4100: Integrated Marketing Communication Open Elective MKT Elective Course Total Credits	3 3 3 3 3 15	Course QNT 2880: Introduction to Data Analytics & Decision N MKT 4700: Marketing Research MKT 3900: Internship, MKT 4966 Study Abroad, or HC Program Elective MKT Elective Course Total Credits r Year	3 3 3 3 3
Course FIN 3010: Corporation Finance INB 3550: International Business MKT 4100: Integrated Marketing Communication Open Elective MKT Elective Course Total Credits Fall	3 3 3 3 3 15 Senio	Course QNT 2880: Introduction to Data Analytics & Decision N MKT 4700: Marketing Research MKT 3900: Internship, MKT 4966 Study Abroad, or HC Program Elective MKT Elective Course Total Credits r Year Winter	3 3 3 3 3 15
Course FIN 3010: Corporation Finance INB 3550: International Business MKT 4100: Integrated Marketing Communication Open Elective MKT Elective Course Total Credits Fall Course	3 3 3 3 15 Senio	Course QNT 2880: Introduction to Data Analytics & Decision N MKT 4700: Marketing Research MKT 3900: Internship, MKT 4966 Study Abroad, or HC Program Elective MKT Elective Course Total Credits r Year Winter Course	3 3 3 3 15
Course FIN 3010: Corporation Finance INB 3550: International Business MKT 4100: Integrated Marketing Communication Open Elective MKT Elective Course Total Credits Fall Course MKT Elective Course	3 3 3 3 15 Senio	Course QNT 2880: Introduction to Data Analytics & Decision N MKT 4700: Marketing Research MKT 3900: Internship, MKT 4966 Study Abroad, or HC Program Elective MKT Elective Course Total Credits r Year Winter Course MGT 4880: Business Strategy and Policy	3 3 3 3 15 <u>Credits</u> 3
Course FIN 3010: Corporation Finance INB 3550: International Business MKT 4100: Integrated Marketing Communication Open Elective MKT Elective Course Total Credits Fall Course MKT Elective Course OPS 3880: Operations Management	3 3 3 3 15 Senio	Course QNT 2880: Introduction to Data Analytics & Decision N MKT 4700: Marketing Research MKT 3900: Internship, MKT 4966 Study Abroad, or HC Program Elective MKT Elective Course Total Credits **Year** Winter Course MGT 4880: Business Strategy and Policy Program Elective	3 3 3 3 15 Credits 3 3
Course FIN 3010: Corporation Finance INB 3550: International Business MKT 4100: Integrated Marketing Communication Open Elective MKT Elective Course Total Credits Fall Course MKT Elective Course OPS 3880: Operations Management Program Elective	3 3 3 3 15 Senio	Course QNT 2880: Introduction to Data Analytics & Decision N MKT 4700: Marketing Research MKT 3900: Internship, MKT 4966 Study Abroad, or HC Program Elective MKT Elective Course Total Credits **Year* Winter Course MGT 4880: Business Strategy and Policy Program Elective Open Elective	3 3 3 3 15 Credits 3 3 3 3
Course FIN 3010: Corporation Finance INB 3550: International Business MKT 4100: Integrated Marketing Communication Open Elective MKT Elective Course Total Credits Fall Course MKT Elective Course OPS 3880: Operations Management Program Elective Open Elective	3 3 3 3 15 Senio	Course QNT 2880: Introduction to Data Analytics & Decision N MKT 4700: Marketing Research MKT 3900: Internship, MKT 4966 Study Abroad, or HC Program Elective MKT Elective Course Total Credits r Year Winter Course MGT 4880: Business Strategy and Policy Program Elective Open Elective Open Elective Open Elective	3 3 3 3 15 <u>Cred.</u> 3 3 3

TOTAL CREDITS: 120

Updated 2/10/21