H. Wayne Huizenga College of Business and Entrepreneurship SAMPLE FOUR YEAR CURRICULUM | 2023-2024 ACADEMIC YEAR

Bachelor of Science in Business Administration major in Marketing

	Freshm	an Year	
Fall		Winter	
Course	Credits	Course	Credits
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
		BUS 2000 Professional Success 1	1
Total Credits	15	Total Credits	16
	Sophom	ore Year	
Fall		Winter	
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>
ACT 2021: Foundations of Managerial Accounting	3	ACT 2031: Foundations of Financial Accounting	3
ECN 2020: Principles of Microeconomics	3	ECN 2025: Principles of Macroeconomics	3
Program Elective	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
		BUS 3000 Professional Success 2	1
Total Credits	15	Total Credits	16
	Junio	r Year	
Fall		Winter	
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>
<u>Course</u> FIN 3010: Corporation Finance	3	<u>Course</u> QNT 2880: Introduction to Data Analytics & Decision N	3
FIN 3010: Corporation Finance INB 3550: International Business	3 3	QNT 2880: Introduction to Data Analytics & Decision N MKT 4700: Marketing Research	3 3
FIN 3010: Corporation Finance	3 3 3	QNT 2880: Introduction to Data Analytics & Decision N	3 3 3
FIN 3010: Corporation Finance INB 3550: International Business	3 3	QNT 2880: Introduction to Data Analytics & Decision N MKT 4700: Marketing Research	3 3
FIN 3010: Corporation Finance INB 3550: International Business MKT 4100: Integrated Marketing Communication	3 3 3	QNT 2880: Introduction to Data Analytics & Decision N MKT 4700: Marketing Research MKT 3900: Internship, MKT 4966 Study Abroad, or HC	3 3 3
FIN 3010: Corporation Finance INB 3550: International Business MKT 4100: Integrated Marketing Communication Open Elective	3 3 3 3	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
FIN 3010: Corporation Finance INB 3550: International Business MKT 4100: Integrated Marketing Communication Open Elective	3 3 3 3	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
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	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 BUS 3700 Professional Success 3 Total Credits	3 3 3 3 3 1
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	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 BUS 3700 Professional Success 3 Total Credits	3 3 3 3 1 16
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 3 15 Senio	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 BUS 3700 Professional Success 3 Total Credits r Year Winter Course	3 3 3 3 1 16
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 3 15 Senio	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 BUS 3700 Professional Success 3 Total Credits r Year Winter Course MGT 4880: Business Strategy and Policy	3 3 3 3 1 16 Credits 3
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 3 15 Senio	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 BUS 3700 Professional Success 3 Total Credits T Year Winter Course MGT 4880: Business Strategy and Policy Program Elective	3 3 3 3 1 16 Credits 3 3
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 MGT 4170: Organizational Behavior	3 3 3 3 3 15 Senio Credits 3 3 3 3	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 BUS 3700 Professional Success 3 Total Credits r Year Winter Course MGT 4880: Business Strategy and Policy Program Elective Open Elective	3 3 3 3 1 16 Credits 3 3 3
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 3 15 Senio	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 BUS 3700 Professional Success 3 Total Credits T Year Winter Course MGT 4880: Business Strategy and Policy Program Elective Open Elective Open Elective Open Elective	3 3 3 3 1 16 Credits 3 3
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 MGT 4170: Organizational Behavior	3 3 3 3 3 15 Senio Credits 3 3 3 3	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 BUS 3700 Professional Success 3 Total Credits r Year Winter Course MGT 4880: Business Strategy and Policy Program Elective Open Elective	3 3 3 3 1 16 Credits 3 3 3
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 MGT 4170: Organizational Behavior	3 3 3 3 3 15 Senio Credits 3 3 3 3	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 BUS 3700 Professional Success 3 Total Credits T Year Winter Course MGT 4880: Business Strategy and Policy Program Elective Open Elective Open Elective Open Elective	3 3 3 3 1 16 Credits 3 3 3 3 3
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 MGT 4170: Organizational Behavior MKT Elective Course	3 3 3 3 3 15 Senio Credits 3 3 3 3 12	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 BUS 3700 Professional Success 3 Total Credits **Year** **Winter** **Course** MGT 4880: Business Strategy and Policy Program Elective Open Elective Open Elective MKT Elective Course	3 3 3 3 1 16 Credits 3 3 3 3 3 3 3