Bachelor of Business Administration in Marketing

Sample Plan

The academic plan below is one pathway through the degree/certificate. It includes all requirements, taking into account recommendations from program faculty. Each student’s plan may vary according to their initial course placement (http://catalog.uaa.alaska.edu/academicpoliciesprocesses/academicstandardsregulations/courseplacement/), intended course load, additional majors and/or minors, and their placement into required prerequisite courses. Any change in the plan below can have an unforeseen impact on the rest of the plan. Therefore, it is very important to meet with your academic advisor to verify your personal academic plan.

Please review the following terms, definitions, and resources associated with the sample academic plan below.

• Each course in the far left column links to a pop-up bubble with a course description, prerequisite requirements, and associations with university requirements. For example, if a course fulfills a general education requirement, you will see that in the pop-up bubble.

• GER: indicates a General Education Requirement (http://catalog.uaa.alaska.edu/undergraduateprograms/baccalaureaterequirements/gers/), GERs that also count toward degree/certificate requirements appear as a specific course in the plan. For these courses, "GER" is not indicated explicitly in the table, but if you click on the course, you will see the course’s GER status in the pop-up bubble.

• Program Elective: indicates a specific course selection determined by program faculty to fulfill a degree/certificate requirement. Students should seek assistance from their academic advisor.

• Elective: indicates an open selection of 100-400 level university courses to fulfill elective credits needed to meet the minimum total credits toward the degree/certificate.

• Upper Division Program Elective: indicates a specific 300-400 level course selection determined by the program faculty to fulfill a degree/certificate requirement. Students should seek assistance from their academic advisor.

• Upper Division Elective: indicates an open selection of 300-400 level courses to fulfill elective credits needed to meet the minimum total credits toward the degree/certificate. These courses must be upper division in order to meet General University Requirements for the particular degree/certificate type.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td><strong>First Year</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Fall</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BA A151</td>
<td>Business Foundations</td>
<td>3</td>
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<tr>
<td>COMM A111</td>
<td>Fundamentals of Oral Communication</td>
<td>3</td>
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<tr>
<td>WRTG A111</td>
<td>Writing Across Contexts</td>
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<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td><strong>Spring</strong></td>
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</tr>
<tr>
<td>BADA A110</td>
<td>Computer Concepts in Business</td>
<td>3</td>
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<tr>
<td>MATH A121</td>
<td>College Algebra for Managerial and Social Sciences</td>
<td>3-4</td>
</tr>
<tr>
<td>or MATH A151</td>
<td>or College Algebra for Calculus</td>
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<tr>
<td>WRTG A212</td>
<td>Writing and the Professions</td>
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<td>GER Humanities</td>
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<td>GER Natural Sciences w/ Lab</td>
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<tr>
<td>ACCT A201</td>
<td>Principles of Financial Accounting</td>
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<td>BA A241</td>
<td>Business Law I</td>
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<td>BA A280</td>
<td>Managerial Communications</td>
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<tr>
<td>ECON A101</td>
<td>Principles of Microeconomics</td>
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<tr>
<td>MATH A221</td>
<td>Applied Calculus for Managerial and Social Sciences</td>
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<tr>
<td>or MATH A251</td>
<td>or Calculus I</td>
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<td>or MATH A251F</td>
<td>or F.A.T. Calculus I</td>
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<td>Elective</td>
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<tr>
<td>BA A300</td>
<td>Organizational Theory and Behavior</td>
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<td>BA A325</td>
<td>Corporate Finance</td>
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<td>BA A343</td>
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<td>BA A375</td>
<td>Statistics for Business and Economics</td>
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<tr>
<td>or BADA A470</td>
<td>or Business Analytics, Data Science, and Machine Learning</td>
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<td>or ECON A312</td>
<td>or Econometrics for Business and Economics</td>
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<td>or ECON A329</td>
<td>or Economic and Business Forecasting</td>
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<td>GER Alaska Native-Themed or Elective</td>
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<tr>
<td>BA A376</td>
<td>Management Information Systems</td>
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<td>BA A381</td>
<td>Consumer Behavior and Relationship Management</td>
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<tr>
<td>BA A482</td>
<td>Integrated Marketing Communications</td>
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<tr>
<td>GER Diversity &amp; Inclusion or Elective</td>
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**Credits**: 15

### Fourth Year

**Fall**

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<tr>
<td>BA A383</td>
<td>Market Research: Methods, Metrics and Strategies</td>
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<tr>
<td>BA A388</td>
<td>Globalization and Business Environment</td>
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<tr>
<td>BA A462</td>
<td>Strategic Management</td>
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**Credits**: 15

**Spring**

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<tr>
<td>BA A460</td>
<td>Marketing Management</td>
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<tr>
<td>BA A480</td>
<td>Marketing Media Analytics</td>
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<tr>
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**Credits**: 12-14

**Total Credits**: 118-124