

Business Admin, Marketing Concentration -
Advertising Emphasis

TOTAL UNITS			
Requirement Line Description	Subject	Catalog #	Units
SEMESTER 1			
GE Area A1 Composition I			3
ECO 210 or ECO 211			3
GE Area C or D			3
GE Area C or D			3
GE Area E Whole Person			3
SEMESTER 2			
GE Area A1 Composition II	ENG	111	3
GE Area B1 or B2 Physical or Life Science			3
GE Area B3 Science Laboratory			1
GE Area B4 Quantitative Reasoning			3
CIS 270 or LAW 240			3
GE Area C or D			3
SEMESTER 3			
GE Area A3 Oral Communication	THE	120	3
GE Area B1 or B2 Physical or Life Science			3
ACC 230	ACC	230	3
GE Area C or D			3
GE Area C or D			3
SEMESTER 4			
GE Area A2 Critical Thinking			3
ECO 210 or ECO 211			3
GE Humanities 200	HUM	200	3
ACC 231	ACC	231	3
CIS 270 or LAW 240			3
SEMESTER 5			
BUS UD Core Writing			1
BUS UD Core Writing			1
GE Area F1 UD Humanities			3
FIN 360	FIN	360	3
GWAR Requirement			3
MGT 310	MGT	310	3

MKT 350	MKT	350	3
SEMESTER 6			
OMG 321	OMG	321	3
CIS 370	CIS	370	3
MKT 355	MKT	355	3
Major Elective			3
GE Area F2 UD Natural Sciences or Area F3 UD Social Science & Cultural Pluralism			3
SEMESTER 7			
OMG 322	OMG	322	3
GE Area F2 UD Natural Sciences or Area F3 UD Social Science & Cultural Pluralism			3
COM 344	COM	344	3
MKT 454	MKT	454	3
MKT 352	MKT	352	3
SEMESTER 8			
MGT 490	MGT	490	3
BUS 445	BUS	445	3
MKT 459	MKT	459	3
Major Elective			3
Major Elective			3