

Degree Completion Plan: Marketing - Data Driven Marketing & Intelligence 2023-2024

Freshman Year

Fall	ENGL 100*or 101 (3) College English 1 Minimum grade C- Pre: ACT 20 or ENGL 011 or Placement Exam *non native-speaker	Math 111 (3) College Algebra Minimum grade C- Pre: ACT 20 or Math 012 or Placement Exam	BADM 100 (3) Exploring the World of Business	First Year Sem (3)* New Freshmen Only -or- Open Elective (3) Transfer Students	ECON 201 (3) Principles Macroeconomics GenEd	BADM 162 (1) Excel Minimum grade C- Pre/Corequisite-MATH 111
Spring	ENGL 102 (3) College English 2 Minimum grade C- Pre: ENGL 101 or ENGL 100	COMM 111 (3) Public Speaking Minimum grade C-	ECON 231 (3) Introduction to Business Statistics Pre: Math 111 or Math 123 or Math 112 or Math 144 or Math 242	ECON 232 (1) Statistical Software Application Pre: Math 111 or MATH 144, BADM 162	ECON 202 (3) Principles Microeconomics Pre: ECON 201 or ECON 201H GenEd	Fine Arts (3)* GenEd

Sophomore Year

Fall	MKT 300 (3) Marketing Minimum grade C+ Pre: ENG 102, COMM 111,	Math 144 (3) Business Calculus Pre: Math 111 or Math 112 or Math 123 (C-) GenEd	ACCT 210 (3) Financial Accounting Pre: BADM 162, Math 111 or MATH 144	DS 350 (3) Operations Management Pre: ECON 231, BADM 162	Hum Intro (3)* GenEd	Note: Open elective hours are 100 level and above course options to meet the 120 degree hours required.
Spring	MKT 405 (3) Consumer Behavior Pre: MKT 300 with C+	MKT 403 (3) Marketing Research Pre: MKT 300 with C+, ECON 231, ECON 232	ACCT 220 (3) Managerial Accounting Pre: ACCT 210, BADM 162, Math 111 or MATH 144	FIN 340 (3) Financial Management-Fund. Valuation Analysis Pre-reqs: 45 Credit Hrs, ECON231, ECON232, ACCT210, ECON202 Pre/Co-Req:ACCT 220	Open Elective (3)	Note: MKT 403- Marketing Research is online only in Spring semester . In-person only in Fall.

Junior Year

Fall	BSAN 675 (3) Analytics Decision Modeling with Spreadsheets Pre: FIN 340 w/ C , DS 350 w/ C Fall Only	MKT 690M (3) Data Driven Metrics for Modern Marketing Pre: ECON 231, 232, MKT 300 w/ C+ Fall Only	FA - HUM - MNS (3) 300 and Above GenEd	Open Elective (3)	Open Elective (3)	Note: Marketing- Data Driven Marketing & Intelligence majors are REQUIRED to minor in business analytics.
Spring	MKT 690N (3) Customer Journey Analytics Pre: MKT 405 Spring Only	MGMT 360 (3) Principles of Management Pre: ENGL 101	MKT 690O (3) Database and Visual Storytelling	Business Analytics Minor Elective (3)	Open Elective (3)	Note: MKT 690M and BSAN 675 are fall only, MKT 690N is spring only

Senior Year

Fall	MKT 690K (3) Marketing Analytics and Intelligence Pre: ECON 231 with B-, ECON 232, MATH 144 with C, MKT 405, BSAN 675	Business Analytics Minor Elective (3)	MIS 395 (3) Management Infor Sys Pre: Engl 101, 102, Comm 111, Math 111 or MATH 144 BADM 162	IB 333 (3) International Business pre: Junior standing recommended GenEd	Open Elective (3)	
Spring	MKT 609 (3) Strategic Marketing Management Pre: MKT 403, MKT 405, Senior Standing	ENTR 310 (3) Entrepreneurial Experience Pre: ENGL 101,102, COMM 111 GenEd	MGMT 681 (3) Strategic Management Pre: DS 350, FIN 340, MKT 300, MGMT 360 Taken in Last Semester Needs approval: see advisor	BLAW 431 (3) Legal Environment of Business Pre: ENGL 101, 102, COMM 111, MATH 111 or MATH 144	Open Elective (1)	Application for Degree (AFD) File before your final semester begins

Pre = Prerequisite

120 credit hours / 2.25 GPA

* Run Degree Evaluation for list of specific courses