Undergraduate Advising Checklist:
BBA in Marketing (18 Credits)

BBA Core requirements
(03 credit hours)

MAJOR REQUIREMENTS (12 credit hours)

- MKT 344 (3) ______ Consumer behavior
- MKT 382 (3) ______ International marketing
- MKT 460 (3) ______ Strategic marketing
- MKT 470 (3) ______ Marketing Research

RECOMMENDED ELECTIVES, Any 2 (6 credit hours)

- MKT 337 (3) ______ Promotional management
- MKT 360 (3) ______ Personal selling and sales management
- MKT 412 (3) ______ Service marketing
- MKT 465 (3) ______ Brand management
- MIS 330 (3) ______ Marketing and social networks for business

BBA Core Requirements (3 credit hours)

- MKT202 (3)

Credits for Major requirements  12
Credits for recommended electives  06
Total Credit Hours  18