

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

Freshman Year			
Fall		Winter	
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>
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
Sophomore 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
Junior Year			
Fall		Winter	
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>
FIN 3010: Corporation Finance	3	QNT 2880: Introduction to Data Analytics & Decision M	3
INB 3550: International Business	3	MKT 4700: Marketing Research	3
MKT 4100: Integrated Marketing Communication	3	MKT 3900: Internship, MKT 4966 Study Abroad, or HC	3
Open Elective	3	Program Elective	3
MKT Elective Course	3	MKT Elective Course	3
		BUS 3700 Professional Success 3	1
Total Credits	15	Total Credits	16
Senior Year			
Fall		Winter	
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>
MKT Elective Course	3	MGT 4880: Business Strategy and Policy	3
OPS 3880: Operations Management	3	Program Elective	3
MGT 4170: Organizational Behavior	3	Open Elective	3
MKT Elective Course	3	Open Elective	3
		MKT Elective Course	3
Total Credits	12	Total Credits	15
TOTAL CREDITS: 120			

Updated 1/27/23