

APPLIED BUSINESS | BACHELOR OF BUSINESS ADMINISTRATION: MARKETING

Degree Maps

Course	Title	Hours
Freshman		
Fall		
SGE030 - Math Statistics Discipline Area		
MATH 110	College Algebra ^{1, GE}	3
SGE010 - English Discipline Area		
SGE020 - Communication Discipline Area		3
UNIV 101	Freshman Seminar	1
SGE070 - Institutionally Designated Area: Personal and Professional Development		3
SGE060 - Arts Humanities Discipline Area		3
Hours		16
Spring		
SGE070 - Institutionally Designated Area: Critical Thinking		3
SGE040 - Natural Physical Science Discipline Area		4
SGE010 - English Discipline Area		3
MATH 250	Elements of Statistics	3
SGE050 - Social Behavioral Sciences Discipline Area		3
Hours		16
Sophomore		
Fall		
SGE050 - Social Behavioral Sciences Discipline Area		
ECON 201	Principles of Microeconomics ^{1, GE}	3
SGE060 - Arts Humanities Discipline Area		
ACCT 203	Principles of Accounting I	3
MGT 301	Management Principles	3
Open Electives		3
Hours		15
Spring		
ECON 202	Principles of Macroeconomics	3
ACCT 204	Principles of Accounting II	3
MKT 301	Marketing Principles	3
GBUS 204	Business Law I	3
Open Electives		3
Hours		15
Junior		
Fall		
MATH 331	Calculus Methods	3
MKT 301	Marketing Principles	3
MKT 601	Consumer Behavior	3
BCOM 301	Strategic Business Communication	3
Directed Electives		3
Hours		15
Spring		
FIN 305	Managerial Finance	3
MKT 606	Global Marketing	3
Directed Electives		6
Open Electives		3
Hours		15
Senior		
Fall		
MGT 602	Production and Operations Management	3

MKT 610	Social Media Marketing	3
MKT 604	Marketing Research	3
Open Electives		6
Hours		15
Spring		
MGT 650	Business Policy	3
MKT 650	Marketing Strategy	3
Directed Electives		3
Open Electives		4
Hours		13
Total Hours		120

Academic Degree Maps are term-by-term sample course plans that specify milestones, courses, and special requirements that are necessary for facilitating on-time completion. Degree Maps are **examples** and are not prescriptive. Individualized choices such as concentration options, transfer credits, optional minors, advisory programs (certificates), etc. can alter the recommended coursework. Course offerings are subject to change. Students should consult with their academic advisors for additional guidance on course planning.

To determine courses to take in the directed choices (often listed as Program Elective Course) and directed elective course blocks see the overview tab for courses. To locate approved courses in General Education areas (Undergraduate Programs) see the general education section (<https://catalog.fhsu.edu/general-education/>) of the catalog.

The undergraduate course maps typically advise the most efficient route for students to complete the general education requirements. Courses that are required in the major may be listed as fulfilling relevant general education requirements. This will result in more open elective course hours in some maps than is listed on the degree overview page.