

Four year Plan Marketing (BBA)

The following is a **suggested** four year plan of study for freshmen entering LMU during the 2012 academic year. Transfer students should contact the department chair to determine how their credits apply. This plan is to be used in conjunction with the university catalog and advise of the faculty advisor. Courses on the plan may be taken during semesters other than those listed, based on availability and course placement. This plan meets LMU's Lincoln Liberal Arts Common Core requirements, major requirements and 300/400 level course requirements. **Note: In order to graduate in four years (eight regular semesters) the student must average passing 16/17 hours per semester.**

Freshman Year

LNCN 100 Lincoln's Life and Legacy ^a	1	History Requirement ^a	3
History Requirement ^a	3	BUSN 260 Business Analysis Tools ^{ae}	3
Mathematics Requirement ^a	3	Mathematics Requirement ^a	3
Elective	2	Science Requirement ^a	4
ENGL 110 Freshman Composition ^a	3	BUSN 270 Basic Statistics ^b	3
ECON 211 Principles of Macroeconomics ^{ab}	3	UACT General Elective	<u>1</u>
UACT 100 Strategies for College Success ^d	<u>2</u>		17
	17		

Sophomore Year

ENGL 210 Writing about World Lit. ^a	3	ACCT 320 Cost Management I ^b	3
ECON 212 Principles of Microeconomics ^{ab}	3	BUSN 250 Business Ethics ^a	3
ACCT 210 Financial Accounting ^b	3	COMM 200 Fund of Speech Comm. ^a	3
Science Requirement ^a	4	MKTG 300 Principles of Marketing ^b	3
Elective	<u>3</u>	Fine Arts Requirement ^a	3
	16	Elective	<u>2</u>
			17

Junior Year

ENGL 310 American Literature ^a	3	BUSN 310 International Business ^b	3
BUSN 380 Personal Finance ^c	3	FIN 360 Corporate Finance ^b	3
LNCN 300 American Citizenship ^a	1	MGMT 300 Principles of Management ^b	3
MKTG 330 Consumer Behavior ^c	3	MKTG 310 Advertising ^c	3
BUSN 350X Business Communications ^b	3	MKTG 430 Marketing Management ^c	<u>3</u>
Elective	<u>3</u>		15
	16		

Senior Year

BUSN 440Z Legal & Ethical Env Busn ^b	3	BUSN 450 Business Strategy ^b	3
MGMT 340 Small Business Management ^d	3	MKTG 440 Marketing Research ^c	3
MKTG 420 or 460 ^c	3	MKTG 300/400 Level ^c	3
MKTG 468 or 470 ^c	3	Elective	3
Elective	<u>3</u>	Elective	<u>3</u>
	15		15

a = General Education Requirement

b = Business Major Core Requirement

c = BBA Major Requirement

d = Recommended Elective

e = Collateral Course Requirement

Total Hours: 128