

# Four year Plan Marketing (BBA)

The following is a **suggested** four-year plan of study for freshmen entering LMU during the 2018-2019 academic year. This plan should be used in conjunction with the University catalog and in consultation with the faculty advisor. Transfer students should contact their advisor if they have questions regarding transfer credit. Courses listed on the four-year plan may be taken during other semesters, based on availability and course placement. This plan meets LMU's general education (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 successful completion of 16 to 17 credit hours per semester. Please refer to the legend at the bottom of the page for an explanation of superscripts.**

<u><b>Freshman Year</b></u>			
ISYS 100 Computer Literacy <sup>a</sup>	2	History Requirement <sup>a</sup>	3
History Requirement <sup>a</sup>	3	COMM 200 Fund of Speech Comm. <sup>a</sup>	3
Mathematics Requirement <sup>a</sup>	3	ENGL 102 Composition II <sup>a</sup>	3
UACT 100 Strategies of College Success <sup>d</sup>	2	Science Requirement <sup>a</sup>	4
ENGL 101 Composition I <sup>a</sup>	3	BUSN 260 Business Analysis Tools <sup>e</sup>	3
ECON 211 Principles of Macroeconomics <sup>ab</sup>	<u>3</u>	LNCN 100 Lincoln's Life & Legacy <sup>a</sup>	<u>1</u>
	16		17
<u><b>Sophomore Year</b></u>			
ENGL 240, 250 or 260 <sup>a</sup>	3	MKTG 300 Principles of Marketing <sup>b</sup>	3
ECON 212 Principles of Microeconomics <sup>ab</sup>	3	BUSN 250 Business Ethics <sup>ad</sup>	3
ACCT 210 Financial Accounting <sup>b</sup>	3	Elective	3
Science Requirement <sup>a</sup>	4	Fine Arts Requirement <sup>a</sup>	3
BUSN 270 Basic Statistics or MATH 270 <sup>b</sup>	<u>3</u>	ACCT 211 Managerial Accounting	<u>3</u>
	16		15
<u><b>Junior Year</b></u>			
Elective	3	BUSN 310 International Business <sup>b</sup>	3
Elective	3	FIN 360 Corporate Finance <sup>b</sup>	3
LNCN 300 American Citizenship <sup>a</sup>	1	MKTG 310 Advertising <sup>c</sup>	3
MGMT 300 Principles of Management <sup>b</sup>	3	MKTG 330 Consumer Behavior <sup>c</sup>	3
Elective	3	MKTG 340 Brand Management <sup>c</sup>	3
BUSN 350/350X Business Communications <sup>b</sup>	<u>3</u>	Elective	<u>2</u>
	16		17
<u><b>Senior Year</b></u>			
BUSN 440 Legal Aspect of Business <sup>b</sup>	3	BUSN 450/450z Business Strategy <sup>b</sup>	3
MKTG Requirement 300/400 Level <sup>c</sup>	3	MKTG 440 Marketing Research <sup>c</sup>	3
Elective	3	MKTG 497 Marketing Strategy <sup>c</sup>	3
Elective	3	MKTG 420 Sales Management <sup>c</sup>	3
Elective	<u>4</u>	MKTG 430 Marketing Management <sup>c</sup>	<u>3</u>
	16		15

Total Hours: 128

a = General Education or Degree Requirement

b = Business Core Requirement

c = Concentration Requirement

d = Recommended General Education Requirement or Guided Elective

e = Collateral Requirement

**Revised 4/10/2019**