

Four-year Plan Marketing (BBA)

The following is a suggested four-year plan of study for freshmen entering LMU during the 2026-2027 academic year. This plan should be used in conjunction with the University catalog and in consultation with a professional 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 15 to 16 credit hours per semester. Please refer to the legend at the bottom of the page for an explanation of superscripts.

Freshman Year

History Requirement ^a	3	ECON 212 Principles of Microeconomics ^b	3
BUSN 100 Introduction to Business ^d	3	COMM 200 Fund of Speech Comm. ^a	3
Mathematics Requirement ^a	3	ENGL 102 Composition II ^a	3
UACT 100 Strategies of College Success ^a	1	BUSN 260 Business Analysis Tools ^b	3
ENGL 101 Composition I ^a	3	LNCN 100 Lincoln's Life & Legacy ^a	1
BUSN 105 Intro to Applied AI ^{ad}	<u>3</u>	Elective	<u>3</u>
	16		16

Sophomore Year

Fine Arts/Ethics/Hum Requirement ^a	3	MKTG 300 Principles of Marketing ^b	3
ECON 213 Principles of Macroeconomics ^b	3	BUSN 250 Social & Ethical Envi of Busn ^{ad}	3
ACCT 210 Financial Accounting ^b	3	Science Requirement with Lab ^a	4
History Requirement ^a	3	MGMT 300 Principles of Management ^b	3
BUSN 270 Business Statistics ^b	<u>3</u>	ACCT 211 Managerial Accounting ^b	<u>3</u>
	15		16

Junior Year

MKTG 310 Advertising ^c	3	Business Elective 300/400 Level ^c	3
MKTG 340 Brand Management ^c	3	FIN 360 Corporate Finance ^b	3
CIVX 300 American Civics ^a	2	MKTG 330 Consumer Behavior ^c	3
BSAN 300 Fund of Business Analytics ^b	3	ISYS 315 Fun of Information Systems ^b	3
BUSN 350/350X Business Communications ^b	<u>3</u>	Elective	<u>3</u>
	14		15

Senior Year

BUSN 440/440Z Legal Issues in Business ^b	3	BUSN 450 Business Strategy ^b	3
MKTG 435 Digital and Internet Mktg. ^c	3	MKTG 440 Marketing Research ^c	3
Business Elective 300/400 Level ^c	3	MKTG 430 Marketing Management ^c	3
Elective	3	Elective	3
Elective	<u>3</u>	Elective	<u>3</u>
	15		15

Total Hours: 122

- a = General Education Requirement
- b = Business Core Requirement
- c = Concentration Requirement
- d = Recommended Guided Elective