



Heavener School of Business

Business Administration: Marketing

Bachelor of Science with Innovation Minor

*Suggested Schedule**

FRESHMAN

Semester 1 (Spring)		Semester 2 (Summer)	
ECO2023 Principles of Microeconomics (GE-S)	4	ECO2013 Principles of Macroeconomics (State Core GE-S)	4
Composition (GE-C, WR)	3	MAC 2233 Survey of Calculus (State core GE-M)	3
IDS1353 Creativity-in-Context	2	IDS1359 IA Creativity-in-Action	2
Elective (MAC1140 Pre-calculus if needed)	3	Biological or Physical Science (GE-B or GE-P)	3
Elective (GEB2015 Intro to Business)	1	Humanities (State core GE-H, WR)	3
Total	13	Total	15

SOPHOMORE

Semester 3 (Spring)		Semester 4 (Summer)	
ACG2021 Introduction to Financial Accounting	4	ACG2071 Managerial Accounting	4
CGS2531 Problem Solving Using Computers or ISM3013 Intro to Information Systems	3-4	STA2023 Introduction to Statistics (GE-M)	3
Humanities/International (GE-HN, WR)	3	MAR3023 Principles of Marketing (GE-S)	4
ENT3003 Principles of Entrepreneurship or EGN4641 Engineering Entrepreneurship	3-4	Biological or Physical Science (GE-B or P)	3
Total	13-15	AEC3410 Fostering Innovation through Leadership or EGS4038 Engineering Leadership	3
		Total	17

JUNIOR

Semester 5 (Spring)		Semester 6 (Summer)	
QMB3250 Statistics for Business Decisions	4	MAN3025 Principles of Management (GE-S)	4
MAR3503 Consumer Behavior	4	FIN3403 Business Finance	4
Diversity (GE-D, WR if needed)	3	Composition (GE-C)	3
Professional Communication course - GEB3213 (WR) or GEB 3218 or SPC2608 or ENC3312 (WR)	3	GEB4941 Internship	1
PHI3641 Conduct, Change & Consequences (GE-H, WR 4K)	3	ENT4015 The Venture Accelerator or IDS4950 IA Senior Project	2
Total	17	Total	14

SENIOR

Semester 7 (Spring)		Semester 8 (Summer)	
GEB3373 International Business	4	BUL4310 Legal Environment of Business	4
MAR Elective 3000 or 4000 level	4	MAN4504 Operations Management	4
MAR Elective 3000 or 4000 level	4	Elective	3
Elective	2-4	MAR4803 Marketing Management	4
Total	14-16	Total	15

* For Detailed tracking and degree requirements please refer to the [UF catalog](#).
Last updated: May 2017

Total Credits to Degree = 118-120