

BBA Marketing Anticipated Course Rotation - Fall 2025-Summer 2027

The College of Business Administration strives to offer as many course sections as we can, but not every course is available in every term, time, or preferred format. It is critically important that you use the course rotation below while factoring in any prerequisites to ensure that you can graduate when you should reasonably expect to. Course times may vary from term to term, and the course length could be 16 or 8 weeks. Deviations from that plan may result in delayed graduation. We will do our best to deliver the expected rotation of courses but cannot guarantee it due to staffing issues beyond our control.

Course Modality Definitions:

Classroom – Generally, at least 50% of the course time is offered in a classroom. You will need to review the schedule when registering to determine the exact meeting schedule.

Online – Generally, the class may be completed asynchronously online. You may have specific due dates for work and/or schedule meetings with classmates or the instructor.

BBA Core Courses

Course	Course Title	Fall	Spring	Summer
ACCT 3301	Data Analytics I*	Classroom & Online	Classroom & Online	Online
BUSI 3301	Professionalism & Comm. in Business	Classroom & Online	Classroom & Online	Online
BUSI 3311	Business Statistics*	Classroom & Online	Classroom & Online	Online
BUSI 3332	Legal Environment of Business	Classroom & Online	Classroom & Online	Online
BUSI 3344	Intro. to the Global Bus. Environ.	Classroom & Online	Classroom & Online	
BUSI 4301	Business Ethics*	Classroom & Online	Classroom & Online	Online
BUSI 4359	Business Strategy*	Classroom & Online	Classroom & Online	Online
CIS 4350	Management Info. Systems	Classroom & Online	Classroom & Online	Online
FIN 3301	Financial Management I*	Classroom & Online	Classroom & Online	Online
MGMT 3350	Management & Org. Behavior	Classroom & Online	Classroom & Online	Online

* Course has one or more prerequisites. Please consult the catalog or talk to your advisor.

Marketing Major Courses

Prerequisites: MKTG 3316, 3318, 4302, & 4305 require BUSI 3301 & MKTG 3301; MKTG 3320 requires MKTG 3301, BUSI 3301 & BUSI 3311; & MKTG 4316 requires MKTG 3301, 3316, & 3320, though current registration in 3320 is allowed.

Course	Course Title	Fall	Spring	Summers
MKTG 3301	Marketing	Classroom/Online	Classroom/Online	Online
MKTG 3316	Consumer Behavior	Classroom/Online		Online
MKTG 3318	Promotional Strategy		Online	
MKTG 3320	Marketing Research		Classroom/Online	
MKTG 4302	Services Marketing	Online		
MKTG 4305	Digital & Internet Marketing	Classroom/Online		
MKTG 4316	Marketing Strategy		Classroom/Online	
MGMT 3302	Personnel & HRM	Online	Classroom/Online	Online

For course options to satisfy your two upper-level COBA electives (ACCT, BUSI, CIS, FIN, MGMT, or MKTG), please look at the rotations for specific disciplinary degrees or the departmental rotation for all courses. You may also consider completing a nine-hour micro-credential to show more specific knowledge in an area of career interest. Please speak with your advisor early in the process about micro credential options so the courses can be sequenced according to availability and any prerequisites. It may also require one additional course beyond your regular degree requirements.