

2020 – 2021 Program Map – BBA Marketing

YEAR 1

TERM 1		TERM 2	
Course	Credits	Course	Credits
ENGL 1101: English Composition I	3	ENGL 1102: English Composition II	3
MATH 1111 or 1113: College Algebra or Precalculus	3	Area D1: Natural Science w/ Lab	4
CISM 2201: Foundations of Computer Applications	3	HIST 2111 or HIST 2112: US History I (to 1865) or US History II (since 1865)	3
ECON 2106: Principles of Microeconomics	3	ECON 2105: Principles of Macroeconomics	3
Area B2	2	MATH 1413: Survey of Calculus	3
SEMESTER TOTAL	14	SEMESTER TOTAL	16
Milestones		Milestones	
<ul style="list-style-type: none"> • Complete ENGL 1101 with a C or higher • Complete MATH 1111 or 1113 with a C or higher 		<ul style="list-style-type: none"> • Complete ENGL 1102 C with a C or higher • Complete Lab Science & Area D2 Math • Earn at least 30 total credit hours after year 1. • Complete CISM 2201, ECON 2105 & 2106 after year 1. 	

YEAR 2

TERM 1		TERM 2	
Course	Credits	Course	Credits
Area D1: Non-Lab Science	3	Area E4: Social Science	3
Area C2: Humanities	3	ACCT 2102: Principles of Accounting II	3
ACCT 2101: Principles of Accounting I	3	HIST 1111 or HIST 1112: Survey of World History/Civilization I or Survey of World History/Civilization II	3
POLS 1101: American Government	3	Area C1: Fine Art	3
Area B1: Written and Oral Communication	3	Approved Elective	3
SEMESTER TOTAL	15	SEMESTER TOTAL	15
Milestones		Milestones	
<ul style="list-style-type: none"> • Complete Non-lab science. • Earn 2.00 GPA or above in Core F – Major Specific Courses. • Major Status Achieved – Complete ENGL 1101, MATH 1111 or 1113, MATH 1413, ACCT 2101, ECON 2105 or ECON 2106, have a minimum 2.00 GPA with at least 45 earned credit hours. 		<ul style="list-style-type: none"> • Complete Core A – F. • Earn 2.00 GPA or above in Core F – Major Specific Courses. • Earn at least 60 total credit hours after year 2. • PWLA courses will not apply towards electives. 	

****This program map is intended ONLY as a guide for students to plan their course of study. It does NOT replace any information in the Undergraduate Catalog, which is the official guide for completing degree requirements****

Core Curriculum (A-E) can be viewed here: <https://www.westga.edu/student-services/registrar/core-curriculum.php>

Student Online Resources:

- www.westga.edu/advising (Learn about: The name of your assigned advisor, program maps for all programs at UWG, tutorials on how to register and your wolf watch evaluation).
- www.westga.edu/scoop (Learn about: Fee payment deadlines, withdrawal deadlines, final exam schedules).
- www.westga.edu/esc (Learn about: Requesting a transcript, financial aid information, requesting an enrollment verification, completing a FERPA form).
- www.westga.edu/careerservices (Learn about: On/Off campus job opportunities, major and career exploration, resumes & cover letters, interviewing tips).
- www.westga.edu/cas (Learn about: tutoring, academic coaching, supplemental instruction, success workshops).

YEAR 3			
TERM 1		TERM 2	
Course	Credits	Course	Credits
BUSA 2106: Legal and Ethical Environment of Business	3	MGNT 3600: Management	3
MKTG 3803: Principles of Marketing	3	MKTG 3808: Business Research	3
FINC 3511: Corporate Finance	3	ECON 3406: Statistics for Business II	3
ABED 3100: Business Communication	3	Marketing Selective	3
ECON 3402: Statistics for Business I	3	Marketing Selective	3
SEMESTER TOTAL	15	SEMESTER TOTAL	15
Milestones		Milestones	
<ul style="list-style-type: none"> Earn 2.00 GPA or above in Business Core. Earn 2.00 GPA or above in Major Courses. Only one grade of "D" allowed in Major Courses. 		<ul style="list-style-type: none"> Earn 2.00 GPA or above in Business Core. Earn 2.00 GPA or above in Major Courses. Only one grade of "D" allowed in Major Courses. Earn at least 90 total credit hours after year 3. Marketing Selective - MKTG 3801, MKTG 3805, MKTG 3809, MKTG 3810, MKTG 3839, MKTG 4805, MKTG 4808, MKTG 4823, MKTG 4831, MKTG 4861, MKTG 4866, MKTG 4818, MKTG 4868, MKTG 4881 or MKTG 4885 	
YEAR 4			
TERM 1		TERM 2	
Course	Credits	Course	Credits
MKTG 4864: Consumer Behavior	3	MKTG 4870: Marketing Management	3
CISM 3330: Management of Information Systems	3	MGNT 4660: Strategic Management	3
International Selective	3	MGNT 3615: Operations Management	3
Marketing Selective	3	Approved RCOB Elective	3
Marketing Selective	3	Approved RCOB Elective	3
SEMESTER TOTAL	15	SEMESTER TOTAL	15
Milestones		Milestones	
<ul style="list-style-type: none"> Earn 2.00 GPA or above in Business Core. Earn 2.00 GPA or above in Major Courses. Only one grade of "D" allowed in Major Courses. <p>LA courses will not apply towards electives.</p> <ul style="list-style-type: none"> International Selective options– FINC 4521, ECON 4450, MGNT 4625, or MKTG 4866 Marketing Selective - MKTG 3801, MKTG 3805, MKTG 3809, MKTG 3810, MKTG 3839, MKTG 4805, MKTG 4808, MKTG 4823, MKTG 4831 MKTG 4861, MKTG 4866, MKTG 4818, MKTG 4868, MKTG 4881 or MKTG 4885 		<ul style="list-style-type: none"> Earn 2.00 GPA or above in Business Core. Earn 2.00 GPA or above in Major Courses. Only one grade of "D" allowed in Major Courses. RCOB Elective must be a three-credit hour additional business course. PWLA courses will not apply towards electives. MGNT 4660 prerequisites include ACCT 2101, ACCT 2102, BUSA 2106, CISM 2201, ECON 2105, ECON 2106, ECON 3402, FINC 3511, MGNT 3600, and MKTG 3803. Earn at least 120 total credit hours after year 4. 	