

**H. Wayne Huizenga College of Business and Entrepreneurship**  
**SAMPLE FOUR YEAR CURRICULUM | 2024-2025 ACADEMIC YEAR**  
**Bachelor of Science in Business Administration major in Marketing**

Freshman Year				
Fall		Winter		
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>	
UNIV 1000: First Year Seminar	3	COMP 2000: Advanced College Writing	3	
COMP 1500: College Writing	3	MATH 2020: Applied Statistics	3	
MATH 1040: Algebra for College Students	3	MGT 2150: Business Law I	3	
MGT 2050: Principles of Management	3	General Education: Arts and Humanities	3	
General Education: Arts and Humanities	3	General Education: Science	3	
		BUS 2000 Professional Success 1	1	
<b>Total Credits</b>	<b>15</b>	<b>Total Credits</b>	<b>16</b>	
Sophomore Year				
Fall		Winter		
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>	
ACT 2021: Foundations of Managerial Accounting	3	ACT 2031: Foundations of Financial Accounting	3	
ECN 2020: Principles of Microeconomics	3	ECN 2025: Principles of Macroeconomics	3	
<a href="#">Program Elective</a>	3	ISM 3660: Management Information Systems	3	
MKT 3050: Marketing Principles and Applications	3	MKT 3060: Consumer Behavior	3	
General Education: Science	3	Program Elective	3	
		BUS 3000 Professional Success 2	1	
<b>Total Credits</b>	<b>15</b>	<b>Total Credits</b>	<b>16</b>	
Junior Year				
Fall		Winter		
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>	
FIN 3010: Corporation Finance	3	QNT 2880: Introduction to Data Analytics & Decision Making	3	
INB 3550: International Business	3	MKT 4700: Marketing Research	3	
MKT 4100: Integrated Marketing Communication	3	MKT 3900: Internship, MKT 4966 Study Abroad, or HCBE Program E	3	
Open Elective	3	Program Elective	3	
MKT Elective Course	3	MKT Elective Course	3	
		BUS 3700 Professional Success 3	1	
<b>Total Credits</b>	<b>15</b>	<b>Total Credits</b>	<b>16</b>	
Senior Year				
Fall		Winter		
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>	
MKT Elective Course	3	MGT 4880: Business Strategy and Policy	3	
OPS 3880: Operations Management	3	Program Elective	3	
<a href="#">MGT 4170: Organizational Behavior</a>	3	Open Elective	3	
MKT Elective Course	3	Open Elective	3	
		MKT Elective Course	3	
<b>Total Credits</b>	<b>12</b>	<b>Total Credits</b>	<b>15</b>	
<b>TOTAL CREDITS: 120</b>				

*Updated 1/17/24*