

H. Wayne Huizenga College of Business and Entrepreneurship
SAMPLE FOUR YEAR CURRICULUM | 2025-2026 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 2050: Principles of Management and Entrepreneurship in a Global Environment	3
MKT 2060: Marketing Principles and Applications	3	General Education: Arts and Humanities	3
General Education: Science	3	General Education: Science	3
Total Credits	15	Total Credits	15

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
MKT 3060: Consumer Behavior□	3	ISM 3700 Innovation through Current and Emerging Tech.	3
QNT 2880: Quantitative Methods for Business Analysis	3	BUS 3150: Business Law	3
SPCH 3120: Speech Communication for the Professions	3	Program Elective or Personalized Skill	3
Total Credits	15	Total Credits	15

Junior Year			
Fall		Winter	
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>
Program Elective or Personalized Skill	3	MKT Major Elective Course	3
ISM 3660: Management Information Systems	3	MKT 4700: Marketing Research	3
MKT 3210 Professional Selling	3	PMP 3670 Project Management	3
Program Elective or Personalized Skill	3	FIN 3010: Corporation Finance	3
MKT Major Elective Course	3	MKT Major Elective Course	3
Total Credits	15	Total Credits	15

Senior Year			
Fall		Winter	
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>
Program Elective or Personalized Skill	3	MGT 4880: Business Strategy and Policy	3
Open Elective	3	Program Elective or Personalized Skill	3
MGT 4170: Organizational Behavior	3	Program Elective or Personalized Skill	3
MKT Major Elective Course	3	MGT 3300 Values-Based Decision Making□	3
MKT 4100: Integrated Marketing Communication	3	MKT Major Elective Course	3
Total Credits	15	Total Credits	15

TOTAL CREDITS: 120

Updated 6/12/2025