

H. Wayne Huizenga College of Business and Entrepreneurship
SAMPLE FOUR YEAR CURRICULUM | 2026-2027 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	TECH 3200: Artificial Intelligence in Action	3	
Total Credits	15	Total Credits	15	

Junior Year				
Fall		Winter		
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>	
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	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	3	MGT 4880: Business Strategy and Policy	3	
Program Elective	3	Program Elective	3	
MGT 4170: Organizational Behavior	3	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 5/27/2026