

Four year Plan Marketing (BBA)

The following is a **suggested** four year plan of study for freshmen entering LMU during the 2016 academic year. Transfer students should contact the department chair to determine how their credits will apply. This plan is to be used in conjunction with the university catalog and advise of the faculty advisor. Courses on the plan may be taken during semesters other than those listed, based on availability and course placement. This plan meets LMU's Lincoln Liberal Arts Common Core requirements, major requirements and 300/400 level course requirements. **Note: In order to graduate in four years (eight regular semesters) the student must average passing 16/17 hours per semester. For an explanation of the superscript please refer to the legend at the bottom of the page.**

<u>Freshman Year</u>			
ISYS 100 Computer Literacy ^a	2	History Requirement ^a	3
History Requirement ^a	3	COMM 200 Fund of Speech Comm. ^a	3
Mathematics Requirement ^a	3	ENGL 102 Composition II ^a	3
UACT 100 Strategies of College Success ^d	2	Science Requirement ^a	4
ENGL 101 Composition I ^a	3	BUSN 260 Business Analysis Tools ^e	3
ECON 211 Principles of Macroeconomics ^{ab}	<u>3</u>	LNCN 100 Lincoln's Life & Legacy ^a	<u>1</u>
	16		17
<u>Sophomore Year</u>			
ENGL 240, 250 or 260 ^a	3	MKTG 300 Principles of Marketing ^b	3
ECON 212 Principles of Microeconomics ^{ab}	3	BUSN 250 Business Ethics ^{ad}	3
ACCT 210 Financial Accounting ^b	3	Elective	3
Science Requirement ^a	4	Fine Arts Requirement ^a	3
BUSN 270 Basic Statistics or MATH 270 ^b	<u>3</u>	ACCT 211 Managerial Accounting	<u>3</u>
	16		15
<u>Junior Year</u>			
Elective	3	BUSN 310 International Business ^b	3
Elective	3	FIN 360 Corporate Finance ^b	3
LNCN 300 American Citizenship ^a	1	MKTG 310 Advertising ^c	3
MGMT 300 Principles of Management ^b	3	MKTG 330 Consumer Behavior ^c	3
Elective	3	MKTG 340 Brand Management ^c	3
BUSN 350/350X Business Communications ^b	<u>3</u>	Elective	<u>2</u>
	16		17
<u>Senior Year</u>			
BUSN 440/440Z Legal Aspect of Business ^b	3	BUSN 450 Business Strategy ^b	3
MKTG Requirement 300/400 Level ^c	3	MKTG 440 Marketing Research ^c	3
Elective	3	MKTG 497 Marketing Strategy ^c	3
Elective	3	MKTG 420 Sales Management ^c	3
Elective	<u>4</u>	MKTG 430 Marketing Management ^c	<u>3</u>
	16		15

Total Hours: 128

a = General Education or Degree Requirement

b = Business Major Core Requirement

c = BS Major Requirement

d = Recommended General Education Requirement or Guided Elective

e = Collateral Requirement

Revised 02/18/2016