



BACHELOR OF BUSINESS ADMINISTRATION DEGREE

Student Name:

Student ID#:

Date:

Starting Year:	2023 Starting Freshman	Take In	Completed	Remaining	Notes:	Take In	Completed	Remaining
Major(s):	Marketing Communications							
Minor								

ENG 0900: Developmental Composition 3 cr. _____ MTH 0980: Developmental Mathematics 3 cr. _____

Credits earned for these classes DO NOT apply toward degree requirements

FALL - FRESHMAN				FALL - JUNIOR					
ENG 1150	Composition I		3						
FDN 1110	Student Success Seminar		1	MKC 3200	Digital, Social & Mobile Marketing (MKT 2300)		3		
MGT 2300	Principles of Management		3	CHOICE			3		
MKT 2080	Principles of Marketing		3	MKT 3050	Consumer Behavior (MKT 2080)		3		
PHL 1100	Philosophy of American Life & Business		3	MTH 2310	Statistics I (MIS 1500, MTH 1100/1150)		3		
MTH 1100	Finite Math <i>OR</i>			SPC 2050	Speech		3		
MTH 1150	College Algebra		3	SPRING					
SPRING				3000/4000	CHOICE (SEE *SIE BELOW)		3		
ECN 2210	Principles of Microeconomics		3	3000/4000	PSY/SOC/HUM (SEE *SIE BELOW)		3		
ENG 1200	Composition II (ENG 1150)		3	LAW 3000	Business Law I		3		
FDN 1300	Student Leadership Seminar		1	MTH 3340	Statistics II (MTH 2310)		3		
MIS 1500	Business Productivity Software		3	PHL 3100	Ethics (60 crs. completed)		3		
MKC 2100	Introduction to Marketing Communications (MKT 2080)		3	FALL - SENIOR					
MKC 2110	Media Economics and Technology		3	MKC 4500	Current Issues in Global Mktg. & Consumer Behavior (MKT 3200)		3		
FALL - SOPHOMORE				FIN 3010	Financial Management (ACC 2415)		3		
MKC 2300	Digital Media Planning (MKT 2100, MKC 2110)		3	3000/4000	CHOICE (SEE *SIE BELOW)		3		
ACC 2410	Fundamentals of Financial Accounting		3	MGT 4250	Organizational Behavior (MGT 2300) (SEE *SIE BELOW)		3		
CHOICE			3	MKT 4230	Marketing Research (MTH 3340, MKT 2080)		3		
ECN 2220	Principles of Macroeconomics		3	SPRING					
FDN 2250	Blueprint for Success		1	MKC 4100	Integrated Mktg. Communications Campaigns (MKT 2300)		3		
HIS 2100	Foundations of the Modern World I		3	ECN 4010	Economics of Public Policy (ECN 2210, 60 credits)		3		
SPRING				3000/4000	CHOICE (SEE *SIE BELOW)		3		
MKC 2400	Creative Concepts & Strategy (MKT 2100)		3	MGT 4800	Strategic Planning (90 crs., MGT 2300, FIN 3010/3210)		3		
ACC 2415	Fundamentals of Managerial Accounting (ACC 2410)		3	CHOICE	Optional				
CHOICE			3						
NSC 2100	Environmental Science		3						
PSC 2010	Introduction to American Government		3						
LOWER LEVEL HOURS COMPLETED				0	UPPER LEVEL HOURS COMPLETED				0
LOWER LEVEL HOURS REMAINING				63	UPPER LEVEL HOURS REMAINING				57
TOTAL HOURS COMPLETED				0	TOTAL HOURS REMAINING				120

Taking Courses off-sequence will delay timely degree completion. Students required to take developmental courses (ENG 0900 & MTH 0980) will automatically be off sequence. These courses are required, but do not count towards degree completion. It is the student's responsibility to consult with an Academic Advisor to ensure timely degree completion.

** Students who are required to complete internships will complete after their Junior year with Department Chair approval.

A minor consists of 18 credits (6 courses) in a defined discipline. Three of these courses (9 credits) must be at the 3000/4000 level and 6 credits must be taken at Northwood University. Some minors require specific coursework. Contact your Academic Advisor for programs that require specific coursework.

*SIE (Semester in Europe) Course Substitutions: Courses that are taken by students who participate in the Semester in Europe program. Students interested in this program should not take these courses prior to SIE. They will take these courses during Semester in Europe. See an Academic Advisor if you have questions.

Northwood University is devoted to continuous improvement of all programs and reserves the right to revise all curriculum guides or academic programs. These enhancements could cause changes in your program of study. This curriculum guide reflects what is correct at the time of publication.