



BACHELOR OF BUSINESS ADMINISTRATION DEGREE

Student Name:

Student ID#:

Date:

Notes:

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|----------------|---------------------------|---------|-----------|-----------|
| Starting Year: | 2024 Starting Freshman | Take In | Completed | Remaining |
| Major(s): | Merchandising & Marketing | | | |
| Minor | | | | |

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| Take In | Completed | Remaining | | | |
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FALL - FRESHMAN

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|----------|---|--|--|---|
| ENG 1150 | Composition I | | | 3 |
| LDR 1110 | The NU Experience | | | 1 |
| MMK 1010 | Introduction to Merchandising & Marketing | | | 3 |
| MGT 2300 | Principles of Management | | | 3 |
| MKT 2080 | Principles of Marketing | | | 3 |
| PHL 1100 | Philosophy of American Life & Business | | | 3 |

FALL - JUNIOR

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|----------|--|--|--|---|
| MGT 3400 | Sustainable Enterprise Strategies (MGT 2300, ECN 2210, ECN 2220) | | | 3 |
| PSC 2010 | Introduction to American Government | | | 3 |
| CHOICE | | | | 3 |
| FIN 3010 | Financial Management (ACC 2415) | | | 3 |
| MTH 2310 | Statistics I (MIS 1500, MTH 1100/1150) | | | 3 |

SPRING

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|----------|----------------------------------|--|--|---|
| ECN 2210 | Principles of Microeconomics | | | 3 |
| ENG 1200 | Composition II (ENG 1150) | | | 3 |
| LDR 1300 | Professional Branding & Planning | | | 1 |
| MIS 1500 | Business Productivity Software | | | 3 |
| MKT 2150 | Professional Selling (MKT 2080) | | | 3 |
| MTH 1100 | Finite Math OR | | | |
| MTH 1150 | College Algebra | | | 3 |

SPRING

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| MKT 3133 | Retail Management (MGT 2300, MKT 2080, ACC 2415) | | | 3 |
| LAW 3000 | Business Law I | | | 3 |
| 3000/4000 | CHOICE (SEE *SIE BELOW) | | | 3 |
| PHL 3100 | Ethics (60 crs. completed) | | | 3 |
| CHOICE | Optional | | | |
| MMK 3990 | Internship (required) (Dept. Chair Approval) | | | 3 |

FALL - SOPHOMORE

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|----------|--------------------------------------|--|--|---|
| ACC 2410 | Fundamentals of Financial Accounting | | | 3 |
| ECN 2220 | Principles of Macroeconomics | | | 3 |
| LDR 2250 | Emerging Leaders | | | 1 |
| MMK 2010 | Visual Merchandising | | | 3 |
| HIS 2100 | Foundations of the Modern World I | | | 3 |
| CHOICE | | | | 3 |

FALL - SENIOR

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|-----------|------------------------------------|--|--|---|
| MMK 4030 | Merchandise Buying (MMK 2010) | | | 3 |
| 3000/4000 | CHOICE (SEE *SIE BELOW) | | | 3 |
| 3000/4000 | CHOICE (SEE *SIE BELOW) | | | 3 |
| 3000/4000 | PSY/SOC/HUM (SEE *SIE BELOW) | | | 3 |
| MGT 4250 | Organizational Behavior (MGT 2300) | | | 3 |

SPRING

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|----------|---|--|--|---|
| MKC 2400 | Creative Concepts & Strategy (MKC 2100 or MMK 1010) | | | 3 |
| ACC 2415 | Fundamentals of Managerial Accounting (ACC 2410) | | | 3 |
| CHOICE | | | | 3 |
| NSC 2100 | Environmental Science | | | 3 |
| SPC 2050 | Speech | | | 3 |

SPRING

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| MMK 4120 | Merchandising & Marketing Capstone (MMK 4030) | | | 3 |
| ECN 4010 | Economics of Public Policy (ECN 2210 and 60 crs.) | | | 3 |
| 3000/4000 | CHOICE (SEE *SIE BELOW) | | | 3 |
| MGT 4800 | Strategic Planning (90 crs., MGT 2300, FIN 3010/3210) | | | 3 |
| CHOICE | Optional | | | |

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|-----------------------------|--|--|--|----|
| LOWER LEVEL HOURS COMPLETED | | | | 0 |
| LOWER LEVEL HOURS REMAINING | | | | 63 |
| TOTAL HOURS COMPLETED | | | | 0 |

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|-----------------------------|--|--|--|-----|
| UPPER LEVEL HOURS COMPLETED | | | | 0 |
| UPPER LEVEL HOURS REMAINING | | | | 57 |
| TOTAL HOURS REMAINING | | | | 120 |

Taking Courses off-sequence will delay timely 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.