

BACHELOR OF BUSINESS ADMINISTRATION DEGREE

Student Name:

Student ID#:

Date:

Starting Year:	2025 Starting Freshman	Take In	Completed	Remaining	Notes:	Take In	Completed	Remaining	
Major(s):	Marketing								
Minor									
FALL - FRESHMAN					FALL - JUNIOR				
ENG 1150	Composition I			3					
LDR 1110	The NU Experience			1	MKT 3050	Consumer Behavior (MKT 2080)		3	
MGT 2300	Principles of Management			3	CHOICE			3	
MIS 1500	Business Productivity Software			3	CHOICE			3	
MKT 2080	Principles of Marketing			3	MTH 2310	Statistics I (MIS 1500, MTH 1100/1150)		3	
PHL 1100	Philosophy of American Life & Business			3	SPC 2050	Speech Communications		3	
SPRING					SPRING				
ECN 2210	Principles of Microeconomics			3	MKT 3100	International Marketing (MKT 2080 and MGT 2300)		3	
ENG 1200	Composition II (ENG 1150)			3	3000/4000	CHOICE (SEE *SIE BELOW)		3	
LDR 1300	Professional Branding & Planning			1	LAW 3000	Business Law I		3	
MKC 2100	Introduction to Marketing Communications (MKT 2080)			3	MTH 3340	Statistics II (MTH 2310)		3	
MKT 2150	Professional Selling (MKT 2080)			3	PHL 3100	Ethics (60 crs. completed)		3	
MTH 1100 MTH 1150	Finite Math OR College Algebra			3	FALL - SENIOR				
FALL - SOPHOMORE					MKT 4230	Marketing Research (MTH 3340, MKT 2080)		3	
MKT 3000	E-Commerce (MKT 2080)			3	3000/4000	PSY/SOC/HUM (SEE *SIE BELOW)		3	
ACC 2410	Fundamentals of Financial Accounting			3	3000/4000	CHOICE (SEE *SIE BELOW)		3	
CHOICE				3	FIN 3010	Financial Management (ACC 2415)		3	
ECN 2220	Principles of Macroeconomics			3	MGT 4250	Organizational Behavior (MGT 2300) (SEE *SIE BELOW)		3	
LDR 2250	Emerging Leaders			1	SPRING				
HIS 2100	Foundations of the Modern World I			3	MKT 4240	Marketing Management (MKT 4230)		3	
SPRING					3000/4000	CHOICE (SEE *SIE BELOW)		3	
MKT or MKC	Elective			3	ECN 4010	Economics of Public Policy (60 crs., ECN 2210)		3	
ACC 2415	Fundamentals of Managerial Accounting (ACC 2410)			3	MGT 4800	Strategic Planning (90crs., MGT 2300, FIN 3010/3210)		3	
CHOICE				3	CHOICE	Optional			
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. 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.