



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 Communications								
Minor									
FALL - FRESHMAN					FALL - JUNIOR				
ENG 1150	Composition I			3	MKC 3200	Digital, Social & Mobile Marketing (MKT 2100)			3
LDR 1110	The NU Experience			1	CHOICE				3
MGT 2300	Principles of Management			3	MKT 3050	Consumer Behavior (MKT 2080)			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
MTH 1100	Finite Math OR				SPRING				
MTH 1150	College Algebra			3	3000/4000	CHOICE (SEE *SIE BELOW)			3
SPRING					3000/4000	PSY/SOC/HUM (SEE *SIE BELOW)			3
ECN 2210	Principles of Microeconomics			3	LAW 3000	Business Law I			3
ENG 1200	Composition II (ENG 1150)			3	MTH 3340	Statistics II (MTH 2310)			3
LDR 1300	Professional Branding & Planning			1	PHL 3100	Ethics (60 crs.)			3
MIS 1500	Business Productivity Software			3	FALL - SENIOR				
MKC 2100	Introduction to Marketing Communications (MKT 2080)			3	MKC 4500	Current Issues in Global Mktg. & Consumer Behavior (MKT 3200)			3
MKC 2110	Media Economics and Technology			3	FIN 3010	Financial Management (ACC 2415)			3
FALL - SOPHOMORE					3000/4000	CHOICE (SEE *SIE BELOW)			3
MKC 2300	Digital Media Planning (MKT 2100)			3	MGT 4250	Organizational Behavior (MGT 2300) (SEE *SIE BELOW)			3
ACC 2410	Fundamentals of Financial Accounting			3	MKT 4230	Marketing Research (MTH 3340, MKT 2080)			3
CHOICE				3	SPRING				
ECN 2220	Principles of Macroeconomics			3	MKC 4100	Integrated Mktg. Communications Campaigns (MKT 2300)			3
LDR 2250	Emerging Leaders			1	ECN 4010	Economics of Public Policy (60 crs., ECN 2210)			3
HIS 2100	Foundations of the Modern World I			3	3000/4000	CHOICE (SEE *SIE BELOW)			3
SPRING					MGT 4800	Strategic Planning (90 crs., MGT 2300, FIN 3010/3210)			3
MKC 2400	Creative Concepts & Strategy (MKT 2100)			3	CHOICE	Optional			
ACC 2415	Fundamentals of Managerial Accounting (ACC 2410)			3					
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. 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.