BACHELOR OF BUSINESS ADMINISTRATION DEGREE

Student Name:

Student ID#:

Date:

Starting Year:	2026 Starting Freshman
Major(s):	Marketing Communications
Minor	

Notes:

		Take in	Completed	Remaining
FALL - FRESHMAN				
ENG 1150	Composition I			3
LDR 1110	The NU Experience			1
MGT 2300	Principles of Management			3
MKT 2080	Principles of Marketing			3
PHL 1100	Philosophy of American Life & Business			3
MTH 1100 MTH 1150	Finite Math ***OR*** College Algebra			3
SPRING				
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
MKC 2100	Introduction to Marketing Communications *(MKT 2080)*			3
MKC 2110	Media Economics and Technology			3
FALL - SOPHOMORE				
MKC 2300	Digital Media Planning *(MKC 2100)*			3
ACC 2410	Fundamentals of Financial Accounting			3
CHOICE				3
ECN 2220	Principles of Macroeconomics			3
LDR 2250	Emerging Leaders			1
HIS 2100	Foundations of the Modern World I			3
SPRING				
MKC 2400	Creative Concepts & Strategy *(MKC 2100)*			3
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**	
	LOWER LEVEL HOURS REMAINING			**63**
	TOTAL HOURS COMPLETED			**0**

		Take in	Completed	Remaining
FALL - JUNIOR				
MKC 3200	Digital, Social & Mobile Marketing *(MKC 2100)*			3
CHOICE				3
MKT 3050	Consumer Behavior *(MKT 2080)*			3
MTH 2310	Statistics I *(MIS 1500, MTH 1100/1150)*			3
SPC 2050	Speech Communications			3
SPRING				
3000/4000	*CHOICE (SEE *SIE BELOW)*			3
3000/4000	PSY/SOC/HUM *(SEE *SIE BELOW)*			3
LAW 3000	Business Law I			3
MTH 3340	Statistics II *(MTH 2310)*			3
PHL 3100	Ethics *(60 crs.)*			3
FALL - SENIOR				
MKC 4500	Current Issues in Global Mktg. & Consumer Behavior *(MKC 3200)*			3
FIN 3010	Financial Management *(ACC 2415)*			3
3000/4000	*CHOICE (SEE *SIE BELOW)*			3
MGT 4250	Organizational Behavior (MGT 2300) *(SEE ***SIE** BELOW)*			3
MKT 4230	Marketing Research *(MTH 3340, MKT 2080)*			3
SPRING				
MKC 4100	Integrated Mktg. Communications Campaigns *(MKC 2300)*			3
ECN 4010	Economics of Public Policy *(60 crs., ECN 2210)*			3
3000/4000	*CHOICE (SEE *SIE BELOW)*			3
MGT 4800	Strategic Planning *(90 crs., MGT 2300, FIN 3010/3210)*			3
CHOICE	Optional			
	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.

8/24/2026