

BBA-Marketing Rotation

Course	Title	Spring 2021		Summer 2021		Fall 2021		Spring 2022		Summer 2022		Fall 2022		Spring 2023		Summer 2023		Fall 2023	
		F2F	Online	F2F	Online	F2F	Online	F2F	Online	F2F	Online	F2F	Online	F2F	Online	F2F	Online	F2F	Online
MGMT 3301	Principles of Management	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
BUSI 3301	Business Communications and Research	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
MKTG 3301	Marketing	X	X		X	X	X	X	X		X	X	X	X	X		X	X	X
BUSI 3332	Legal Environment of Business (or BUSI 2301 - Business Law)	X	X		X	X	X	X	X		X	X	X	X		X	X	X	X
BUSI 3344	Introduction to the Global Business Environment	X	X		X	X	X	X	X		X	X	X	X		X	X	X	X
BUSI 3311	Business Statistics (or BUSI 2305 - Business Statistics)	X	X		X	X	X	X	X		X	X	X	X		X	X	X	X
FIN 3301	Financial Management I	X	X		X	X	X	X	X		X	X	X	X		X	X	X	X
BUSI 4301	Business Ethics and Corporate Social Responsibility	X	X		X	X	X	X	X		X	X	X	X		X	X	X	X
BUSI 4359	Business Strategy	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
CIS 4350	Management Information Systems		X		X	X	X	X	X		X	X	X	X		X	X	X	X
MGMT 3350	Organizational Behavior	X	X		X	X	X	X	X		X	X	X	X		X	X	X	X
MGMT 3302	Personnel and Human Resource Management	X	X		X	X	X	X	X		X	X	X	X		X	X	X	X
MKTG 3316	Consumer Behavior			X		X					X	X				X		X	
MKTG 3318	Promotional Strategy	X	X					X	X					X	X				
MKTG 3320	Marketing Research	X	X					X	X					X	X				
MKTG 4302	Services Marketing						X						X						X
MKTG 4305	Digital and Internet Marketing						X						X						X
MKTG 4316	Marketing Strategy	X	X					X	X					X	X				

Marketing Electives

Course	Title	Spring 2021		Summer 2021		Fall 2021		Spring 2022		Summer 2022		Fall 2022		Spring 2023		Summer 2023		Fall 2023	
		F2F	Online	F2F	Online	F2F	Online	F2F	Online	F2F	Online	F2F	Online	F2F	Online	F2F	Online	F2F	Online
MKTG 4388	Marketing Problems		X						X						X				