	120 credits	Retail Management					
				(Classes taken at Washtenaw Community College to compl		degree are ir	n red) Davenpor
Foundations of	Excellence	39 credits	Washtenaw C	ommunity College	Transfer Credit	3rd Year	Credit
COMM120	Presentation Techniques	3	#COM101	Foundations of Speaking	3		
ECON200	Microeconomics	3	ECO211	Principles of Econ I		3	
ECON201	Macroeconomics	3	ECO222	Principles of Econ II		3	
ENGL109	Composition	3	#ENG111	Composition I	4		
ENGL110	Advanced Composition	3	#ENG226	Composition II	3		
ENGL311	Professional Writing	3					3
ENVS125	Environmental Studies or Science/Math Elective	3	Science Electiv	e	4		
FRSM100	Career & Education Seminar or (if exempt) Open Elective	3	BMG273	Managing Operations	3		
MATH125	Intermediate Algebra	3	MTH169	Intermediate Algebra	5	4	
SOSC201	Diversity in Society	3	SOC205	Race and Ethnic Relations		3	
STAT220	Introduction to Statistics	3	#MTH160	Basic Statistics	3	5	
	Humanities Elective	3	Humanities Ele		3		
	Social Science Elective	3	Social Science Elective		3		
Foundations of	Rusiness	32 credits		ommunity College	Transfer	3rd Year	Davenpo
		-			Credit	Jiu Tear	Credit
ACCT201	Accounting Foundations I	4	#ACC111	Principles of Accounting I	3		
ACCT202	Accounting Foundations II	4	ACC122	Principles of Accounting II		3	
BITS211	Microcomputer Applications: Spreadsheet	3	BOS184 & BOS284	Spreadsheet Software Applications I & Spreadsheet Software Applications II		6	
BUSN120	Introduction to Business or	3				2	
BUSN210	Business Elective Professional Ethics	3	BMG140	Introduction to Business		3	├───
		3	PHL205	Ethics		3	2
CISP112 FINC211	Applied Information Technology	3					3
LEGL210	Corporate Finance Business Law Foundations	3	#BMG220	Principles of Finance	3		
MGMT211	Management Foundations	3	#BMG111	Business Law I	3		
MKTG211	-	3	BMG230	Management Skills	3		
-	Marketing Foundations		#BMG250	Principles of Marketing	Transfer		Davenpo
Major	_	40-43 credits	Washtenaw Co	ommunity College	Credit	3rd Year	Credit
	International Business	3					3
BUSN488T	BBA Major Field Test	0					0
BUSN488T GPMT350	BBA Major Field Test Principles of Project Management	0 3	BMG291	Project Management		3	0
BUSN225 BUSN488T GPMT350 MKTG212	BBA Major Field Test Principles of Project Management Professional Selling	0 3 3	BMG291 BMG160	Project Management Principles of Sales	3	3	
BUSN488T GPMT350 MKTG212 MKTG213	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations	0 3 3 3			3	3	3
BUSN488T GPMT350 MKTG212 MKTG213 MKTG310	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior	0 3 3 3 3 3			3	3	3
BUSN488T GPMT350 MKTG212 MKTG213 MKTG310 MKTG412	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research	0 3 3 3 3 3 3 3			3	3	3 3 3
BUSN488T GPMT350 MKTG212 MKTG213 MKTG310 MKTG412 MKTG421	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing	0 3 3 3 3 3 3 3 3			3	3	3 3 3 3
BUSN488T GPMT350 MKTG212 MKTG213 MKTG310 MKTG412 MKTG421 MKTG430	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation	0 3 3 3 3 3 3 3 3 3			3	3	3 3 3 3 3
BUSN488T GPMT350 MKTG212 MKTG213 MKTG310 MKTG412 MKTG421 MKTG420 MKTG430	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing	0 3 3 3 3 3 3 3 3			3	3	3 3 3 3
BUSN488T GPMT350 MKTG212 MKTG213 MKTG310 MKTG412 MKTG421 MKTG430 MKTG441 Plus 4 (four) Ma	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing arketing Electives [MKTG] or choose	0 3 3 3 3 3 3 3 3 3			3	3	3 3 3 3 3
BUSN488T GPMT350 MKTG212 MKTG213 MKTG310 MKTG412 MKTG421 MKTG421 MKTG420 MKTG441 Plus 4 (four) Mrone of the follow	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing Trateting Electives [MKTG] or choose ving Specialties:	0 3 3 3 3 3 3 3 4			3	3	3 3 3 3 3 4
BUSN488T GPMT350 MKTG212 MKTG213 MKTG412 MKTG421 MKTG421 MKTG421 MKTG430 MKTG441 Plus 4 (four) Mr one of the follow	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing arketing Electives [MKTG] or choose	0 3 3 3 3 3 3 3 4 (12 credits)			3	3	3 3 3 3 3
BUSN488T GPMT350 MKTG212 MKTG213 MKTG310 MKTG412 MKTG421 MKTG430 MKTG441 Plus 4 (four) Ma one of the follow	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing arketing Electives [MKTG] or choose ting Specialties: Promotion Specialty [MKAP]	0 3 3 3 3 3 3 3 4			3	3	3 3 3 3 3 4
BUSN488T GPMT350 MKTG212 MKTG213 MKTG310 MKTG412 MKTG421 MKTG430 MKTG441 Plus 4 (four) Mi one of the follow Advertising and MKTG214 MKTG306	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing arketing Electives [MKTG] or choose ving Specialties: Promotion Specialty [MKAP] Public Relations Foundations	0 3 3 3 3 3 3 3 4 (12 credits) 3				3	3 3 3 3 3 4
BUSN488T GPMT350 MKTG212 MKTG213 MKTG412 MKTG412 MKTG421 MKTG441 Plus 4 (four) Mi one of the folloy Advertising and MKTG214 MKTG314 MKTG314	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing arketing Electives [MKTG] or choose ving Specialties: Promotion Specialty [MKAP] Public Relations Foundations Creative Strategies	0 3 3 3 3 3 3 3 4 (12 credits) 3 3 3 3 3			3	3	3 3 3 3 3 4
BUSN488T GPMT350 MKTG212 MKTG213 MKTG310 MKTG412 MKTG421 MKTG421 MKTG441 Plus 4 (four) M: one of the follow Advertising and MKTG214 MKTG306 MKTG314 MKTG322 or MKTG490	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing arketing Electives [MKTG] or choose ting Specialties: IPromotion Specialty [MKAP] Public Relations Foundations Creative Strategies Media Planning Internet Marketing or Marketing Internship	0 3 3 3 3 3 3 3 4 (12 credits) 3 3 3 3 3 3 3	BMG160		3	3	3 3 3 3 4 12
BUSN488T GPMT350 MKTG212 MKTG213 MKTG410 MKTG412 MKTG421 MKTG430 MKTG441 Plus 4 (four) Mr One of the follow Advertising and MKTG214 MKTG314 MKTG314 MKTG322 or MKTG490 Business-to-Bus	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing arketing Electives [MKTG] or choose ving Specialties: Promotion Specialty [MKAP] Public Relations Foundations Creative Strategies Media Planning Internet Marketing or Marketing Internship siness Specialty [MKBB]	0 3 3 3 3 3 3 3 4 4 (12 credits) 3 3 3 (12 credits)	BMG160		3	3	3 3 3 3 4 12
BUSN488T GPMT350 MKTG212 MKTG213 MKTG413 MKTG412 MKTG421 MKTG430 MKTG441 Plus 4 (our) M one of the follow Advertising and MKTG314 MKTG306 MKTG314 MKTG322 or MKTG305	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing arketing Electives [MKTG] or choose ving Specialties: Promotion Specialty [MKAP] Public Relations Foundations Creative Strategies Media Planning Internet Marketing or Marketing Internship siness Specialty [MKBB] Sales Management Channel Strategies or	0 3 3 3 3 3 3 3 4 (12 credits) 3 3 3 (12 credits) 3	BMG160			3	3 3 3 3 4 12
BUSN488T GPMT350 MKTG212 MKTG213 MKTG410 MKTG412 MKTG421 MKTG421 MKTG430 MKTG441 Plus 4 (four) Mi one of the follow Advertising and MKTG314 MKTG314 MKTG314 MKTG314 MKTG314 MKTG315 MKTG311 or MKTG311 or MKTG322 or	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing arketing Electives [MKTG] or choose ving Specialties: IPromotion Specialty [MKAP] Public Relations Foundations Creative Strategies Media Planning Internet Marketing or Marketing Internship Sales Management Channel Strategies or Pricing Concepts and Methods Internet Marketing or	0 3 3 3 3 3 4 (12 credits) 3 3 (12 credits) 3 3 3 3 3 3 3 3 3 3 3 3 3	BMG160		3	3	3 3 3 3 4 12
BUSN488T GPMT350 MKTG212 MKTG213 MKTG4130 MKTG412 MKTG421 MKTG430 MKTG430 MKTG441 Plus 4 (four) Mk one of the follow Advertising and MKTG306 MKTG314 MKTG322 or MKTG314 MKTG322 or MKTG315 MKTG311 or MKTG322 or MKTG315	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing arketing Electives [MKTG] or choose ving Specialties: Promotion Specialty [MKAP] Public Relations Foundations Creative Strategies Media Planning Internet Marketing or Marketing Internship Sales Management Channel Strategies or Pricing Concepts and Methods Internet Marketing or Marketing Internship	0 3 3 3 3 3 4 (12 credits) 3 3 (12 credits) 3 3 3 3 3 3 3 3 3 3 3 3 3	BMG160			3	3 3 3 3 4 12
BUSN488T GPMT350 MKTG212 MKTG213 MKTG413 MKTG412 MKTG421 MKTG430 MKTG441 Plus 4 (tour) Mk one of the follow Advertising and MKTG314 MKTG306 MKTG314 MKTG305 MKTG305 MKTG311 or MKTG311 or MKTG311 or MKTG322 or MKTG322 or MKTG322 or MKTG322 or	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing arketing Electives [MKTG] or choose ving Specialties: Promotion Specialty [MKAP] Public Relations Foundations Creative Strategies Media Planning Internet Marketing or Marketing Internship Sales Management Channel Strategies or Pricing Concepts and Methods Internet Marketing or Marketing Internship Business-to-Business Marketing	0 3 3 3 3 3 3 4 (12 credits) 3 3 (12 credits) 3 3 3 3 3 3 3 3 3 3 3 3 3	BMG160				3 3 3 3 4 12 OR 12
BUSN488T GPMT350 MKTG212 MKTG213 MKTG412 MKTG421 MKTG421 MKTG421 MKTG441 Plus 4 (four) M; ne of the follow Advertising and MKTG214 MKTG306 MKTG314 MKTG306 MKTG314 MKTG305 MKTG490 Business-to-Bus MKTG322 or MKTG490 MKTG322 or MKTG490 MKTG322 or MKTG490 MK	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing arketing Electives [MKTG] or choose ring Specialties: IPromotion Specialty [MKAP] Public Relations Foundations Creative Strategies Media Planning Internet Marketing or Marketing Internship Sales Management Cchannel Strategies or Pricing Concepts and Methods Internet Marketing or Marketing Internship Business-to-Business Marketing g Specialty #*[MKSP]	0 3 3 3 3 3 3 4 (12 credits) 3 3 (12 credits) 3 3 3 (12 credits) 3 3 (12 credits) 3 3 (12 credits) 3 3 3 (12 credits) 3 3 3 (12 credits) 3 3 3 (12 credits) 3 3 3 3 3 3 3 3 3 3 3 3 3	BMG160			3	3 3 3 3 4 12 OR 12
BUSN488T GPMT350 MKTG212 MKTG213 MKTG410 MKTG412 MKTG421 MKTG421 MKTG441 Plus 4 (four) Mi one of the follow MKTG214 MKTG314 MKTG314 MKTG314 MKTG314 MKTG322 or MKTG490 Business-to-Bus MKTG311 or MKTG325 MKTG490 MKTG322 or MKTG490 MKTG404 Sport Marketin MGMT214	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing arketing Electives [MKTG] or choose ting Specialty [MKAP] Public Relations Foundations Creative Strategies Media Planning Internet Marketing or Marketing Internship Sales Management Channel Strategies or of Pricing Concepts and Methods Internet Marketing or Marketing Internship Business-to-Business Marketing g Specialty **[MKSP] Sport Management Foundations	0 3 3 3 3 3 3 4 (12 credits) 3 3 (12 credits) 3 3 (12 credits) 3 3 3 (12 credits) 3 3 3 3 3 3 3 3 3 3 3 3 3	BMG160			3	3 3 3 3 4 12 OR 12
BUSN488T GPMT350 MKTG212 MKTG213 MKTG310 MKTG412 MKTG421 MKTG441 Plus 4 (four) Mr one of the follow Advertising and MKTG344 MKTG306 MKTG314 MKTG306 MKTG314 MKTG307 MKTG322 or MKTG305 MKTG311 or MKTG322 or MKTG322 or MKTG322 or MKTG322 or MKTG322 or MKTG322 or MKTG322 or MKTG345 MKTG311 or MKTG322 or MKTG404 Sport Marketin MGMT214	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing arketing Electives [MKTG] or choose ving Specialties: Promotion Specialty [MKAP] Public Relations Foundations Creative Strategies Media Planning Internet Marketing or Marketing Internship Sales Management Channel Strategies or Pricing Concepts and Methods Internet Marketing or Marketing Internship Business-to-Business Marketing g Specialty **[MKSP] Sport Management Foundations Sport Marketing Sport Marketing	0 3 3 3 3 3 3 4 (12 credits) 3 3 (12 credits) 3 3 3 (12 credits) 3 3 (12 credits) 3 3 (12 credits) 3 3 3 (12 credits) 3 3 3 (12 credits) 3 3 3 (12 credits) 3 3 3 3 3 3 3 3 3 3 3 3 3	BMG160			3	3 3 3 3 4 12 OR 12
BUSN488T GPMT350 MKTG212 MKTG213 MKTG213 MKTG412 MKTG421 MKTG420 MKTG441 Plus 4 (four) Mr one of the follow Advertising and MKTG306 MKTG306 MKTG314 MKTG322 or MKTG314 MKTG323 MKTG311 or MKTG311 or MKTG311 or MKTG311 or MKTG322 or MKTG322 or MKTG490 MKTG490 MKTG490 MKTG404	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing Trekting Electives [MKTG] or choose ving Specialties: Promotion Specialty [MKAP] Public Relations Foundations Creative Strategies Media Planning Internet Marketing or Marketing Internship Sales Management Channel Strategies or Pricing Concepts and Methods Internet Marketing or Marketing Internship Business-to-Business Marketing g Specialty **[MKSP] Sport Management Foundations Sport Marketing Sports in Society or	0 3 3 3 3 3 3 4 (12 credits) 3 3 (12 credits) 3 3 (12 credits) 3 3 3 (12 credits) 3 3 3 3 3 3 3 3 3 3 3 3 3	BMG160				3 3 3 3 4 12 OR 12
BUSN488T GPMT350 MKTG212 MKTG213 MKTG310 MKTG412 MKTG421 MKTG421 MKTG441 Plus 4 (four) M: one of the follow Advertising and MKTG214 MKTG306 MKTG314 MKTG306 MKTG314 MKTG305 MKTG490 Business-to-Bus MKTG490 MKTG490 MKTG490 MKTG490 MKTG490 MKTG490 MKTG490 MKTG490 MKTG490 MKTG490 MKTG492 MKTG492 MKTG490 MKTG490 MKTG492 MKTG490 MKTG492 MKTG490 MKTG492 MKTG490 MKTG492 MKTG490 MKTG492 MKTG490 MKTG492 MKTG490 MKTG492 MKTG490 MK	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing arketing Electrives [MKTG] or choose relatives: Promotion Specialty [MKAP] Public Relations Foundations Creative Strategies Media Planning Internet Marketing or Marketing Internship Sales Management Channel Strategies or Pricing Concepts and Methods Internet Marketing or Marketing Internship Business-to-Business Marketing g Specialty **[MKSP] Sport Management Foundations Sport Marketing Sport Management Internship	0 3 3 3 3 3 3 4 (12 credits) 3 3 3 (12 credits) 3 3 3 (12 credits) 3 3 (12 credits) 3 3 3 3 3 3 3 3 3 3 3 3 3	BMG160				3 3 3 3 4 12 OR 12
BUSN488T GPMT350 MKTG212 MKTG213 MKTG213 MKTG412 MKTG421 MKTG421 MKTG421 MKTG430 MKTG441 Plus 4 (four) Ma one of the follow Advertising and MKTG214 MKTG306 MKTG306 MKTG306 MKTG314 MKTG322 or MKTG310 MKTG311 or MKTG311 or MKTG311 or MKTG322 or MKTG322 or MKTG322 or MKTG490 MKTG404 Sport Marketin MGMT214 MKTG215 MKTG215 MKTG215 MKTG350	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing Trekting Electives [MKTG] or choose ving Specialties: Promotion Specialty [MKAP] Public Relations Foundations Creative Strategies Media Planning Internet Marketing or Marketing Internship Sales Management Channel Strategies or Pricing Concepts and Methods Internet Marketing or Marketing Internship Business-to-Business Marketing g Specialty **[MKSP] Sport Management Foundations Sport Marketing Sports in Society or	0 3 3 3 3 3 3 4 (12 credits) 3 3 (12 credits) 3 3 (12 credits) 3 3 (12 credits) 3 3 (12 credits) 3 3 3 (12 credits) 3 3 3 (12 credits) 3 3 3 (12 credits) 3 3 3 (12 credits) 3 3 3 (12 credits) 3 3 3 3 3 3 3 3 3 3 3 3 3	BMG160	Principles of Sales -	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3		3 3 3 3 4 12 0R 12 0R 12
BUSN488T GPMT350 MKTG212 MKTG213 MKTG310 MKTG412 MKTG421 MKTG421 MKTG441 Plus 4 (four) M: one of the follow Advertising and MKTG214 MKTG306 MKTG314 MKTG306 MKTG314 MKTG305 MKTG490 Business-to-Bus MKTG490 MKTG490 MKTG490 MKTG490 MKTG490 MKTG490 MKTG490 MKTG490 MKTG490 MKTG490 MKTG492 MKTG492 MKTG490 MKTG490 MKTG492 MKTG490 MKTG492 MKTG490 MKTG492 MKTG490 MKTG492 MKTG490 MKTG492 MKTG490 MKTG492 MKTG490 MKTG492 MKTG490 MK	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing arketing Electrives [MKTG] or choose relatives: Promotion Specialty [MKAP] Public Relations Foundations Creative Strategies Media Planning Internet Marketing or Marketing Internship Sales Management Channel Strategies or Pricing Concepts and Methods Internet Marketing or Marketing Internship Business-to-Business Marketing g Specialty **[MKSP] Sport Management Foundations Sport Marketing Sport Management Internship	0 3 3 3 3 3 3 4 (12 credits) 3 3 3 (12 credits) 3 3 3 (12 credits) 3 3 (12 credits) 3 3 3 3 3 3 3 3 3 3 3 3 3	BMG160	Principles of Sales	Transfer Credit	3	3 3 3 3 3 4
BUSN488T GPMT350 MKTG212 MKTG213 MKTG213 MKTG412 MKTG412 MKTG421 MKTG430 MKTG441 Plus 4 (four) Ma one of the follow Advertising and MKTG314 MKTG306 MKTG306 MKTG306 MKTG314 MKTG305 MKTG314 MKTG322 or MKTG490 MKTG311 or MKTG311 or MKTG311 or MKTG322 or MKTG490 MKTG322 or MKTG490 MKTG404 Sport Marketin MGMT214 MKTG215 MKTG215 MKTG215 MKTG215 MKTG350	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing arketing Electives [MKTG] or choose ving Specialties: Promotion Specialty [MKAP] Public Relations Foundations Creative Strategies Media Planning Internet Marketing or Marketing Internship Sales Management Channel Strategies or Pricing Concepts and Methods Internet Marketing g Specialty **[MKSP] Sport Management Foundations Sport Marketing Sport Advertising and Promotion	0 3 3 3 3 3 4 (12 credits) 3 3 (12 credits) 3 (12 credits) 3 (12 credits) 3 (12 credits) 3 (12 credits) 3 (12 credits) 3 (12 credits) 3 (12 credits) 3 (12 credits) 3 (12 credits) (12	BMG160	Principles of Sales -		3rd Year	3 3 3 3 4 12 0R 12 0R 12 0R 12
SUSN488T GPMT350 MKTG212 MKTG213 MKTG213 MKTG412 MKTG412 MKTG430 MKTG441 Plus 4 (four) Ma one of the follow Mertising and MKTG314 MKTG306 MKTG314 MKTG306 MKTG314 MKTG314 MKTG322 or MKTG490 Susiness-to-Bus MKTG315 MKTG322 or MKTG490 MKTG322 or MKTG490 MKTG404 Sport Marketin MGMT214 MKTG215 MKTG215 MKTG235 MKTG350 MKTG450	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing arketing Electives [MKTG] or choose ving Specialties: Promotion Specialty [MKAP] Public Relations Foundations Creative Strategies Media Planning Internet Marketing or Marketing Internship Sales Management Channel Strategies or Pricing Concepts and Methods Internet Marketing g Specialty **[MKSP] Sport Management Foundations Sport Marketing Sport Advertising and Promotion	0 3 3 3 3 3 3 4 (12 credits) 3 3 (12 credits) 3 3 (12 credits) 3 3 (12 credits) 3 3 (12 credits) 3 3 3 (12 credits) 3 3 3 (12 credits) 3 3 3 (12 credits) 3 3 3 (12 credits) 3 3 3 (12 credits) 3 3 3 3 3 3 3 3 3 3 3 3 3	BMG160	Principles of Sales	Image: Constraint of the second sec		3 3 3 4 12 OR 12 OR 12 OR 12 Davenpo Credit
SUSN488T GPMT350 MKTG212 MKTG213 MKTG213 MKTG412 MKTG412 MKTG430 MKTG441 Plus 4 (four) Ma one of the follow Mertising and MKTG314 MKTG306 MKTG314 MKTG306 MKTG314 MKTG314 MKTG322 or MKTG490 Susiness-to-Bus MKTG315 MKTG322 or MKTG490 MKTG311 or MKTG322 or MKTG490 MKTG404 Sport Marketin MGMT214 MKTG215 MKTG215 MKTG235 MKTG305 MKTG305 MKTG305 MKTG305 MKTG404 Sport Marketin MGMT2213 or MGMT2213 or MGMT4905 MKTG350 MKTG450	BBA Major Field Test Principles of Project Management Professional Selling Advertising Foundations Consumer Behavior Marketing Research International Marketing New Product Development and Innovation Strategic Marketing arketing Electives [MKTG] or choose ving Specialties: Promotion Specialty [MKAP] Public Relations Foundations Creative Strategies Media Planning Internet Marketing or Marketing Internship Sales Management Channel Strategies or Pricing Concepts and Methods Internet Marketing or Marketing Internship Business-to-Business Marketing Sport Management Foundations Sport Marketing Export Management Internship Sport Advertising and Promotion	0 3 3 3 3 3 4 (12 credits) 3 3 (12 credits) 3 (12 credits) 3 (12 credits) 3 (12 credits) 3 (12 credits) 3 (12 credits) 3 (12 credits) 3 (12 credits) 3 (12 credits) 3 (12 credits) (12	BMG160	Principles of Sales	Image: Constraint of the second sec	3rd Year	3 3 3 3 4 12 12 0R 12 0R 12 0R 12 0R 12 0R 12 0R 12