

Name:

Year of Declared Major: **14-15**

FALL

SPRING

YEAR 1

CR. SEM. GR.

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Written Comm GER	3	_____	_____
COMM 111 or 241 ⁴	3	_____	_____
Humanities GER	3	_____	_____
Social Science GER ²	3	_____	_____
Elective ¹	<u>3</u>	_____	_____
	15		

CIS 110 (Comp Concepts)	3	_____	_____
ENGL 212 (Tech Writing)	3	_____	_____
MATH 172 or 107	3/4	_____	_____
Humanities GER	3	_____	_____
Natural Sci GER w/lab	<u>4</u>	_____	_____
	16/17		

YEAR 2

ACCT 201 (Financial)	3	_____	_____
BA 241 (Bus Law I)	3	_____	_____
ECON 201 (Macro) ²	3	_____	_____
MATH 272 or 200	3/4	_____	_____
CIS 280 (Managerial Comm)	<u>3</u>	_____	_____
	15/16		

ACCT 202 (Managerial)	3	_____	_____
BA 273 (Stats for Bus)	3	_____	_____
ECON 202 (Micro) ²	3	_____	_____
Natural Science GER	3	_____	_____
Fine Arts GER	<u>3</u>	_____	_____
	15		

The Upper-Division Standing application is required to take any 300 or 400 level ACCT, BA, CIS, or LOG courses.⁵ Application is located in the SAC or at <http://www.uaa.alaska.edu/cbpp/> (Click Students - Links, Resources, Information)

YEAR 3

BA 300 (OrgTheory/Beh)	3	_____	_____
BA 325 (Corp Fin)	3	_____	_____
BA 343 (Prin of Mkt)	3	_____	_____
BA375/Econ 312 or 429	3	_____	_____
Elective ¹	<u>3</u>	_____	_____
	15		

BA 381 (Consumer Beh)	3	_____	_____
BA 377 (Oper Mgmt)	3	_____	_____
CIS 376 (MIS)GER Capstone	3	_____	_____
U/D Business Elective ³	3	_____	_____
Elective ¹	<u>3</u>	_____	_____
	15		

YEAR 4

BA 420 (Mkt Research)	3	_____	_____
BA 462 (Strategic Mgmt)	3	_____	_____
BA 480 (Social Media)	3	_____	_____
U/D Business Elective ³	3	_____	_____
Elective ¹	<u>3</u>	_____	_____
	15		

BA 460 (Mktg Mgmt)	3	_____	_____
U/D Elective	3	_____	_____
U/D Elective	3	_____	_____
Elective ¹	3	_____	_____
Elective ¹	<u>0-2</u>	_____	_____
	12-14		

¹ Upper or lower division courses.

² ECON 201 **or** ECON 202 (not both) may be used to satisfy 3 credits of Social Science GER (3 credits must be non-business credits).

³ Complete 6 upper-division (U/D) business electives. **Recommend electives for Marketing majors are: BA 447 International Marketing and BA 463 Promotion Management.**

⁴ For BBA students, COMM A111 or COMM A241 is required for upper-division standing and is a prerequisite for CIS A280.

⁵ Admission to Upper-Division Standing does not waive individual course prerequisites. Visit UAOnline for current course prerequisites.

NOTE: A total of 120 credits is required for the BBA degree. At least 50% of the business credits required for the BBA degree must be earned at the University of Alaska Anchorage. A minimum of 45 upper-division credits is required.

A grade of C or better is required for all major requirements.

This is a suggested sequence for taking courses and is not intended to take the place of the program requirements listed in the UAA Catalog. Please contact your academic advisor for more information.

BBA MARKETING

The BBA in Marketing provides an overview of the promotion, selling, and distribution of services and/or goods to consumers. Students in this major will study consumer behavior, communications, advertising strategies, and various approaches to successful retail management. The study of marketing applies to businesses in a global system.

Meet with your advisor to learn about the BBA in Marketing and employment options in this field.

Contact

Management and Marketing Department Chair
Dr. Edward Forrest at (907) 786-4161 or ejforrest@uaa.alaska.edu

or

The College of Business and Public Policy Student Advising Center (SAC)
(907) 786-4100 or sac@uaa.alaska.edu

Learn and develop your abilities

- Marketing research
- Preparing estimates and bids that meet specific customer needs
- Illustrating data graphically
- Translating complex findings into written text
- Providing information to help companies determine their position in the marketplace
- Producing marketing strategies
- Analyzing competitive marketing strategies
- Collecting and analyzing data on customer demographics, preferences, and needs
- Devising and evaluating methods and procedures for collecting data
- Monitoring industry statistics and following trends
- Measuring and assessing customer and employee satisfaction
- Measuring the effectiveness of marketing programs and strategies
- Forecasting and tracking marketing and sales trends, analyzing collected data
- Conferring with others to identify trends or key group interests or concerns
- Arranging public appearances, lectures, contests, or exhibits for clients
- Consulting with others to arrange promotional campaigns

Seek a specific career

- Marketing Management
- Marketing Strategist
- Market Research Analyst
- Marketing Specialist
- Green Marketers
- Sales Representative
- Business Intelligence Analyst
- Advertising and Promotions Manager
- Public Relations
- Buyers and Purchasing Agent
- Sales Manager

UAA College of Business and Public Policy BBA Marketing Accredited by AACSB International



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College of Business and Public Policy - <http://www.uaa.alaska.edu/cbpp/academics/marketing/index.cfm>
Alaska Career Information Systems - https://acpe.alaska.gov/STUDENT-PARENT/College_Career/AKCIS
O*Net OnLine - <http://www.onetonline.org/>