

Name:

Year of Declared Major: **16-17****FALL****SPRING****YEAR 1****CR. SEM. GR.**

Written GER	3	_____	_____
COMM 111 or 241 <sup>4</sup>	3	_____	_____
Hum GER	3	_____	_____
Fine Arts GER	3	_____	_____
BA A151 <sup>2</sup>	<u>3</u>	_____	_____
	15		

CIS 110 (Comp Concepts)	3	_____	_____
WRITG 212 (Tech Writ)	3	_____	_____
MATH 121 or 151	3/4	_____	_____
Hum GER	3	_____	_____
Nat Sci GER lab	<u>4</u>	_____	_____
	16/17		

**YEAR 2**

ACCT 201 (Financial)	3	_____	_____
BA 241 (Bus Law I)	3	_____	_____
ECON 201 (Macro) <sup>2</sup>	3	_____	_____
MATH 221 or 251	3/4	_____	_____
CIS 280 (Managerial Comm)	<u>3</u>	_____	_____
	15/16		

ACCT 202 (Managerial)	3	_____	_____
BA 273 (Stats for Bus)	3	_____	_____
ECON 202 (Micro) <sup>2</sup>	3	_____	_____
Nat Sci GER	3	_____	_____
Elective <sup>1</sup>	<u>3</u>	_____	_____
	15		

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

**YEAR 3**

BA 300 (OrgTheory/Beh)	3	_____	_____
BA 325 (Corp Fin)	3	_____	_____
BA 343 (Prin of Mkt)	3	_____	_____
BA 375/Econ 312 or 429	3	_____	_____
Elective <sup>1</sup>	<u>3</u>	_____	_____
	15		

BA 377 (Oper Mgmt)	3	_____	_____
BA 381 (Consumer Beh)	3	_____	_____
CIS 376 (MIS) GER Capstone	3	_____	_____
BA 383 (Mkt Research)	3	_____	_____
BA 388 (Glbl Bus Envi)	<u>3</u>	_____	_____
	15		

**YEAR 4**

BA 462 (Strategic Mgmt)	3	_____	_____
BA 463 (Brnd/Cont Strat)	3	_____	_____
BA 480 (Mktg Media Anl)	3	_____	_____
U/D Bus Elec <sup>3</sup>	3	_____	_____
Elective <sup>1</sup>	<u>3</u>	_____	_____
	15		

BA 460 (Mktg Mgmt)	3	_____	_____
BA 483 (Mktg Pract/Port)	3	_____	_____
U/D Bus Elec <sup>3</sup>	3	_____	_____
Elective <sup>1</sup>	3	_____	_____
Elective <sup>1</sup>	<u>0-2</u>	_____	_____
	12-14		

<sup>1</sup> Upper or lower division courses.

<sup>2</sup> ECON 201 **or** ECON 202 (not both) may be used to satisfy 3 credits of Social Science GER. The other 3 credits of Social Science GER will be met with completion of BA A151.

<sup>3</sup> Complete 6 upper-division (U/D) business electives. Business courses include ACCT, BA, CIS, ECON, or LOG. Recommended elective for Marketing majors is BA 347 International Marketing

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

<sup>5</sup> Admission to Upper-Division Standing does not waive individual course prerequisites. See UA Online or the catalog for course prerequisites.

**NOTE:** A total of 120 credits is required for the BBA degree, 48 of which must be upper-division. At least 50% of the business credits (ACCT, BA, CIS, ECON, LGOP and LOG) required for the BBA degree must be earned at the University of Alaska Anchorage.

**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@alaska.edu](mailto:ejforrest@alaska.edu)

or

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