

Name:

Year of Declared Major: 17-18

## FALL

## SPRING

## YEAR 1

CR. SEM. GR.

|                                   |          |       |       |
|-----------------------------------|----------|-------|-------|
| Written GER (WRTG 111)            | 3        | _____ | _____ |
| COMM 111 or 241 <sup>4</sup>      | 3        | _____ | _____ |
| Hum GER                           | 3        | _____ | _____ |
| Fine Arts GER                     | 3        | _____ | _____ |
| BA 151 (Foundations) <sup>2</sup> | <u>3</u> | _____ | _____ |
|                                   | 15       |       |       |

CR. SEM. GR.

|                         |          |       |       |
|-------------------------|----------|-------|-------|
| CIS 110 (Comp Concepts) | 3        | _____ | _____ |
| WRTG 212 (Wrtg Profns)  | 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 (Org Theory/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 463 (Brnd/Cont Strat)   | 3        | _____ | _____ |
| BA 388 (Glbl Bus Envi)     | <u>3</u> | _____ | _____ |
|                            | 15       |       |       |

## YEAR 4

|                           |          |       |       |
|---------------------------|----------|-------|-------|
| BA 462 (Strategic Mgmt)   | 3        | _____ | _____ |
| BA 383 (Mkt Research)     | 3        | _____ | _____ |
| BA 460 (Mktg Mgmt)        | 3        | _____ | _____ |
| U/D Bus Elec <sup>3</sup> | 3        | _____ | _____ |
| Elective <sup>1</sup>     | <u>3</u> | _____ | _____ |
|                           | 15       |       |       |

|                                       |            |       |       |
|---------------------------------------|------------|-------|-------|
| BA 480 (Mktg Media Anl)               | 3          | _____ | _____ |
| BA 483 (Mktg Pract/Port) <sup>6</sup> | 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 151.

<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 111 or COMM 241 is required for upper-division standing and is a prerequisite for CIS 280.

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

<sup>6</sup> BA A483 is not regularly offered so BBA Marketing students may petition to take an alternative Upper-Division Business course instead.

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.** UA is an AA/EO employer and educational institution and prohibits illegal discrimination against any individual: <http://www.alaska.edu/titleIXcompliance/nondiscrimination/>

## 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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O\*Net OnLine - <http://www.onetonline.org/>