<table>
<thead>
<tr>
<th>Name:</th>
<th>Year of Declared Major: 19-20</th>
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### FALL

<table>
<thead>
<tr>
<th>YEAR 1</th>
<th>CR.</th>
<th>SEM.</th>
<th>CR.</th>
<th>SEM.</th>
<th>GR.</th>
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<tbody>
<tr>
<td>Written GER (WRTG 111)</td>
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<tr>
<td>COMM 111 or 241</td>
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<td>Hum GER</td>
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<td>Fine Arts GER</td>
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<td>BA 151 (Foundations)</td>
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### SPRING

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<td>WRTG 212 (Wrtg Profns)</td>
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<td>MATH 121 or 151</td>
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<td>Hum GER</td>
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<td>Nat Sci GER lab</td>
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**NOTE:** A total of 120 credits is required for the BBA degree, 45 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/EQ employer and educational institution and prohibits illegal discrimination against any individual: [http://www.alaska.edu/titleIXcompliance/nondiscrimination/](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. Helena Wisniewski at (907) 786-4833 or hwisniewski@alaska.edu
or
The College of Business and Public Policy Student Advising Center (SAC)
(907) 786-4100 or 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