

Name:

Year of Declared Major: 20-21

FALL

SPRING

| YEAR 1 | CR. | SEM. | GR. | | CR. | SEM. | GR. |
|-----------------------------------|----------|-------|-------|-------------------------|----------|-------|-------|
| Written GER (WRTG 111) | 3 | _____ | _____ | CIS 110 (Comp Concepts) | 3 | _____ | _____ |
| COMM 111 or 241 ⁴ | 3 | _____ | _____ | WRTG 212 (Wrtg Profns) | 3 | _____ | _____ |
| Hum GER | 3 | _____ | _____ | MATH 121 or 151 | 3/4 | _____ | _____ |
| Fine Arts GER | 3 | _____ | _____ | Hum GER | 3 | _____ | _____ |
| BA 151 (Foundations) ² | <u>3</u> | _____ | _____ | Nat Sci GER lab | <u>4</u> | _____ | _____ |
| | 15 | | | | 16/17 | | |

YEAR 2

| | | | | | | | |
|-------------------------------|----------|-------|-------|-------------------------------|----------|-------|-------|
| ACCT 201 (Financial) | 3 | _____ | _____ | ACCT 202 (Managerial) | 3 | _____ | _____ |
| BA 241 (Bus Law I) | 3 | _____ | _____ | BA 273 (Stats for Bus) | 3 | _____ | _____ |
| ECON 201 (Macro) ² | 3 | _____ | _____ | ECON 202 (Micro) ² | 3 | _____ | _____ |
| MATH 221 or 251 | 3/4 | _____ | _____ | Nat Sci GER | 3 | _____ | _____ |
| CIS 280 (Managerial Comm) | <u>3</u> | _____ | _____ | Elective ¹ | <u>3</u> | _____ | _____ |
| | 15/16 | | | | 15 | | |

*The Upper-Division application is required to take any 3-400 level ACCT, BA, CIS, ECON, or LOG courses⁵
Application is located in SAC or at <https://business.uaa.alaska.edu> (Under Student Resources & Advising)*

YEAR 3

| | | | | | | | |
|-------------------------------|----------|-------|-------|------------------------------|----------|-------|-------|
| BA 300 (Org Theory/Beh) | 3 | _____ | _____ | BA 377 (Oper Mgmt) | 3 | _____ | _____ |
| BA 325 (Corp Fin) | 3 | _____ | _____ | BA 381 (Consumer Beh) | 3 | _____ | _____ |
| BA 343 (Prin of Mkt) | 3 | _____ | _____ | CIS 376 (MIS) GER Capstone | 3 | _____ | _____ |
| BA 375/Econ 312/329 | 3 | _____ | _____ | BA 463 (Brnd/Cont Strat) | 3 | _____ | _____ |
| AKN GER/Elective ⁶ | <u>3</u> | _____ | _____ | DI GER/Elective ⁶ | <u>3</u> | _____ | _____ |
| | 15 | | | | 15 | | |

YEAR 4

| | | | | | | | |
|---------------------------|----------|-------|-------|---------------------------|------------|-------|-------|
| BA 383 (Mkt Research) | 3 | _____ | _____ | BA 460 (Mktg Mgmt) | 3 | _____ | _____ |
| BA 388 (Glbl Bus Envi) | 3 | _____ | _____ | BA 480 (Mktg Media Anl) | 3 | _____ | _____ |
| BA 462 (Strategic Mgmt) | 3 | _____ | _____ | U/D Bus Elec ³ | 3 | _____ | _____ |
| U/D Bus Elec ³ | 3 | _____ | _____ | Elective ¹ | 3 | _____ | _____ |
| Elective ¹ | <u>3</u> | _____ | _____ | Elective ¹ | <u>0-2</u> | _____ | _____ |
| | 15 | | | | 12-14 | | |

¹ Upper or lower division courses.

² A combination of ECON 201, ECON 202, and BA A151 will fulfill the GER Social Science 6 credit requirement.

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

⁴ For BBA students, COMM 111 or COMM 241 is required for upper-division standing and is a prerequisite for CIS 280.

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

⁶ Students must complete three credits of Alaska Native-Themed GER as well as three credits of Diversity & Inclusion GER coursework from the approved GER list. However, the same course cannot meet both the AKN and DI requirements. If overlap occurs with a separate, existing Tier II GER category, then for this planning sheet, students will fulfill these 3 credits with an Elective instead (see note 1 above).

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

BBA MARKETING

The BBA in Marketing delivers fundamental knowledge and skills for students to succeed in a field with a high job growth rate of 20%. It provides a foundation in branding, pricing strategies, market research, and distribution, and processes for creating, communicating and delivering products and services that create value for customers, businesses, government, and partners. Students learn effective use of consumer behavior, branding and content strategies, marketing research, and analytical tools to develop marketing strategies for the local, national and global markets.

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 hswisniewski@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

Predict, track and analyze market and sales trends and consumer needs.
Select appropriate methods and tools to conduct marketing research.
Utilize various segmentation methods to select appropriate target markets and positioning strategies.
Develop and manage effective and competitive marketing and branding strategies and programs.
Deploy various pricing strategies at different stages of the product or service life cycle.
Collect and Illustrate data graphically.
Interpret and translate complex market data into marketing strategies
Analyze competitive marketing strategies.
Collect and analyze data on customer attributes and preferences for segmentation.
Master marketing analytical tools in media platforms.
Measure, assess and improve customer satisfaction.
Seamlessly communicate consistent product and service benefits using various promotional tools and media.
Deliver marketing propositions at public appearances, lectures, contests, or exhibits for clients.

Seek a specific career

The demand for marketing graduates is expected to increase. The U.S. Bureau of Labor Statistics predicts a 20.4% job growth rate for Marketing Specialists and 18% for market research analysts through 2029. A UAA BBA in Marketing prepares students for lucrative and rewarding careers, such as:

Market Research Analyst
Marketing Manager
Content Marketing Specialists
Social Media Specialists
Marketing Account Executives
Digital Marketing Specialist, Digital Marketing Manager
Social Media Marketing Specialist and/or Manager
Marketing Data Analyst and Data Miner
Customer/Client Relationship Management Officer
Marketing Strategist
Brand Journalist and Manager

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



Retrieved from

College of Business and Public Policy - <https://business.uaa.alaska.edu/departments/management-marketing/>
Alaska Career Information Systems - <https://acpe.alaska.gov/PLANNING/AKCIS>
O*Net OnLine - <http://www.onetonline.org/>