

Unofficial Planning Sheet

Bachelor of Business Administration (BBA)

Marketing

Name: _____ **Year of Declared Major: 2024-2025**

Student ID#: _____

Fall				Spring		
Year 1	Credit	Semester	Grade	Credit	Semester	Grade
WRTG A111: Writing Across Contexts	3	_____	_____	BADA A110: Comp Concepts in Bus	3	_____
COMM A111 or A241	3	_____	_____	WRTG A212: Wrtg & Professions	3	_____
Humanities GER	3	_____	_____	MATH 121 or 151	3	_____
Fine Arts GER	3	_____	_____	Humanities GER	3	_____
BA A151: Business Foundations	3	_____	_____	Nat Sci GER with Lab	3	_____
	15				15	

Year 2	Credit	Semester	Grade	Credit	Semester	Grade
ACCT A201: Principels Financial Acct	3	_____	_____	ACCT A202: Managerial Acct	3	_____
BA A241: Business Law	3	_____	_____	ECON A227: Intro Stats for Bus/Econ	3	_____
ECON A101: Micro Economics	3	_____	_____	ECON A102: Macro Economics	3	_____
MATH 221 or 251 or A251F	3-6	_____	_____	Natural Science GER	3	_____
BA 280 (Managerial Comm)	3	_____	_____	Elective	3	_____
	15-18				15	

Year 3	Credit	Semester	Grade	Credit	Semester	Grade
BA A300: Org Theory & Behavior	3	_____	_____	BA 381: Consumer Behaviour	3	_____
BA A325: Corporate Finance	3	_____	_____	BA A376 or ACCT A316: Mgmt In./Accl	3	_____
BA A343: Principles of Marketing	3	_____	_____	BA 482: Integrated Mktg Comm ⁷	3	_____
BA 375/Econ 312/329/BADA470 ⁸	3	_____	_____	U/D Business Elective ⁵	3	_____
AKNS GER or Elective	3	_____	_____	Diversity & Inclusion GER or Elective	3	_____
	15				15	

Year 4	Credit	Semester	Grade	Credit	Semester	Grade
BA 383: Market Research ⁶	3	_____	_____	BA 460: Marketing Mangement ⁷	3	_____
BA A388: Globalization & Bus Env	3	_____	_____	BA 480: Marketing Media Analytics ⁷	3	_____
BA A462: Strategics Management	3	_____	_____	U/D Business Elective ⁵	3	_____
U/D Business Elective ⁵	3	_____	_____	Elective	3	_____
Elective	3	_____	_____	Elective	3	_____
	15				15	

Total Credits 120-123

Legend: U/D - Upper Division, (Semesters) S - Spring, F - Fall, U - Summer

Notes

- ¹ ECON A101, ECON A102, and BA A151 fulfills the GER Social Science 6 credit requirement.
- ² COMM A111 or COMM A241 is a prerequisite for BA A280.
- ³ Any 100-400 level course of any subject that is not already applied towards the degree.
- ⁴ Students need to finish three credits of Alaska Native-Themed GER and three credits of Diversity & Inclusion GER coursework, without using the same course for both requirements. If there's overlap with another Tier II GER category, students can fulfill the three credits with an elective instead.
- ⁵ Complete nine credits of upper-division business electives in ACCT, BA, BADA, ECON, HA, or LOG.
- ⁶ Course is only offered in the fall semester.
- ⁷ Course is only offered in the spring semester.
- ⁸ Students must complete an Upper Division Business Statistics Course: BA A375, BADA A470, ECON A312, or ECON A329.
- ⁹ General Education Requirement Integrative Capstone, BA A462.

A minimum of 120 Credits is required for the BBA degree, 39 Upper Division Credits, 30 in Residence credits, with 24 Upper Division in Residence, are required to receive a degree from 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.

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