

Name:

Year of Declared Major: 17-18

FALL

SPRING

YEAR 1

CR. SEM. GR.

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

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) ²	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) ²	3	_____	_____
Nat Sci GER	3	_____	_____
Elective ¹	<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.⁵ 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 ¹	<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 ³	3	_____	_____
Elective ¹	<u>3</u>	_____	_____
	15		

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

¹ Upper or lower division courses.

² 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.

³ 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

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.

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

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

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



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College of Business and Public Policy - <http://www.uaa.alaska.edu/cbpp/academics/marketing/index.cfm>
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O*Net OnLine - <http://www.onetonline.org/>