

Name:

ID:

Catalog Year: 2023-
2024

Unofficial Planning Sheet for BBA in Marketing

	Semester Completed	Course Number	Course Title	Cr.
F I R S T Y E A R	Fall		Written Communication Skills	3
		BA A151	Business Foundations ¹	3
			Humanities GER	3
			Fine Arts GER	3
		COMM A111 OR A241	Fundamentals of Oral Communication OR Public Speaking ²	3
	Total credits: 15			
	Spring	BADA A110	Computer Concepts in Business	3
		WRTG A212	Writing and the Professions	3
			Natural Science GER with lab	4
			Humanities GER	3
		MATH A121 OR A151	College Algebra for Managerial and Social Sciences OR College Algebra for Calculus	3-4

Total credits: 16-17

	Semester Completed	Course Number	Course Title	Cr.
S E C O N D Y E A R	Fall	ACCT A201	Principles of Financial Accounting	3
		BA A241	Business Law I	3
		ECON A101	Principles of Microeconomics ¹	3
		BA A280	Managerial Communications	3
		MATH A221 OR A251	Applied Calculus for Managerial and Social Sciences OR Calculus I	3-4
	Total credits: 15-16			
	Spring	ACCT A202	Principles of Managerial Accounting	3
		ECON A102	Principles of Macroeconomics ¹	3
		ECON A227	Introductory Statistics for Economics and Business	3
			Elective ³	3
			Natural Science GER	3

Total credits: 15

T H I R D Y E A R	Fall	BA A300	Organizational Theory and Behavior	3
		BA A325	Corporate Finance	3
		BA A343	Principles of Marketing	3
			Alaska Native Themed GER or Elective ⁴	3
		BA A375, ECON A312, ECON A329, OR BADA A470	Statistics for Business and Economics, Econometrics for Business and Economics, Economic and Business Forecasting, OR Data Warehouses and Business Intelligence	3
	Total credits: 15			
	Spring	BA A381	Human Resource Management	3
		BA A482	Integrated Marketing Communications ⁷	3
		BA A376	Management Information Systems	3
			Upper-division Business Elective ⁵	3
			Diversity Inclusion GER or Elective ⁴	3

Total credits: 15

F O U R T H Y E A R	Fall	BA A383	Market Research: Methods, Metrics and Strategies ⁶	3
		BA A388	Globalization and Business Environment	3
		BA A462	Strategic Management	3
			Upper-division Business Elective ⁵	3
			Elective ³	0-2
	Total credits: 12-14			
	Spring	BA A460	Marketing Management	3
		BA A480	Marketing Media Analytics ⁷	3
			Upper-division Business Elective ⁵	3
			Elective ³	3
			Elective ³	3

Total credits: 15

Legend: F- Fall S- Spring U- Summer T- Transfer P- Petition I- In Progress

Notes

¹ECON A101, ECON A102, and BA A151 fulfills the GER Social Science 6 credit requirement.

²COMM A111 or COMM A241 is a prerequisite for BA A280.

³Any 100-400 level course of any subject that is not already applied towards the degree.

⁴Students 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.

⁵Complete twelve upper-division business electives in ACCT, BA, BADA, ECON, or LOG.

⁶Course is only offered in the fall semester.

⁷Course is only offered in the spring semester.

Advising Notes