

Name:

Year of Declared Major: 21-22

FALL

SPRING

YEAR 1

CR. SEM. GR.

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		

CR. SEM. GR.

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 101 (Micro) ²	3	_____	_____
MATH 221 or 251	3/4	_____	_____
CIS 280 (Managerial Comm)	<u>3</u>	_____	_____
	15/16		

ACCT 202 (Managerial)	3	_____	_____
ECON 227(Stats) (BA273)	3	_____	_____
ECON 102 (Macro) ²	3	_____	_____
Nat Sci GER	3	_____	_____
Elective ¹	<u>3</u>	_____	_____
	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 325 (Corp Fin)	3	_____	_____
BA 343 (Prin of Mkt)	3	_____	_____
BA 375/Econ 312/329	3	_____	_____
AKN GER/Elec ⁶	<u>3</u>	_____	_____
	15		

BA 377 (Oper Mgmt)	3	_____	_____
BA 381 (Consumer Beh)	3	_____	_____
CIS 376 (MIS) GER Capstone	3	_____	_____
BA 482 (Int Mktg Comm)	3	_____	_____
DI GER/Elec ⁶	<u>3</u>	_____	_____
	15		

YEAR 4

BA 383 (Mkt Research)	3	_____	_____
BA 388 (Glbl Bus Envi)	3	_____	_____
BA 462 (Strategic Mgmt)	3	_____	_____
U/D Bus Elec ³	3	_____	_____
Elective ¹	<u>3</u>	_____	_____
	15		

BA 460 (Mktg Mgmt)	3	_____	_____
BA 480 (Mktg Media Anl)	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 A combination of ECON 101, ECON 102, 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, Marketing, Logistics, and Business Analytics 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/student-support/planning>

Alaska Career Information Systems - <https://acpe.alaska.gov/PLANNING/AKCIS>

O*Net OnLine - <http://www.onetonline.org/>