



SAMPLE Four Year Plan
BS in Business Administration: Marketing
Catalog Years 2025-2026

The curriculum in the Leeds School of Business is structured such that students move through business classes in a prescribed order. Prerequisites are strictly enforced. This is a sample plan for completing a business degree in eight semesters. **Students are not limited to this plan; it is meant to be used as a guide for planning purposes.**

First Year

Fall	credits
BCOR 1015: World of Business or BCOR 1030: Comm. Strategy	3
ECON 2010: Microeconomics	4
MATH 1112: Mathematical Analysis in Business	4
BADM 1250: Designing Your Leeds (<i>business elective</i>)	1.5
Choose: General Education Class	3
Total: 15.5	

Spring	credits
BCOR 1025: Statistical Analysis in Business	3
ECON 2020: Macroeconomics	4
BCOR 1015: World of Business or BCOR 1030: Comm. Strategy	3
BADM 1260: FGX (<i>optional business elective</i>)	2
Choose: General Education Class (<i>WRTG1150 suggested</i>)	3
Total: 15	

Second Year

Fall	
BCOR 2201: MKTG (1.5) & BCOR 2202: Org. Behavior (1.5)	3
BCOR 2203: ACCT1 (1.5) & BCOR 2204: FNCE (1.5)	3
BCOR 2205: Info. MGMT (1.5) & BCOR 2206: Ops. MGMT (1.5)	3
Choose: General Education Class	3
Choose: General Education Class	3
Total: 15	

Spring	
BCOR 2301: Bus.Law (1.5) & BCOR 2302: Ethics/Soc.Resp. (1.5)	3
BCOR 2303: ACCT2 (1.5) & BCOR 2304: Strat. & Entre. (1.5)	3
BASE 2104: BCOR Applied Semester Experience	6
Choose: General Education Class	3
Total: 15	

Third Year

Fall	
MKTG 3250: Buyer Behavior	3
MKTG 3350: Marketing Research	3
Choose: Business Elective Course	3
Choose: Non-Business Elective Course	3
Choose: Non-Business Elective Course	3
Total: 15	

Spring	
MKTG 4250: Prod. Strat., MKTG 4300: Pricing Chan. Dist., or MKTG 4550: Advert. Promotion Strat.	3
MKTG 4250: Prod. Strat., MKTG 4300: Pricing Chan. Dist., or MKTG 4550: Advert. Promotion Strat.	3
Choose: Business Elective Course	3
Choose: Non-Business Elective Course	3
Choose: General Education Class	3
Total: 15	

Fourth Year

Fall	
MKTG 4250: Prod. Strat., MKTG 4300: Pricing Chan. Dist., or MKTG 4550: Advert. Promotion Strat.	3
Choose: Business Elective Course	3
Choose: General Education Class	3
Choose: Non-Business Elective Course	3
Choose: Non-Business Elective Course	3
Total: 15	

Spring	
MKTG 4850: Senior Seminar in Marketing	3
Choose: Business Elective Course	3
BADM 2010: Excel Lab or MKTG 3800: Sales/Marketing Technology (<i>bus. elective</i>)	1
Choose: Non-Business Elective Course	3
Choose: Non-Business Elective Course	3
Choose: Non-Business Elective Course	2
total: 15	