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| **2024-2025** | **Bachelor of Arts (B.A.) Degree – Marketing Major**  *Graceland is the site of the endowed The Sandage Center for the Study of Free Enterprise and Entrepreneurship (SCSFEE) and the nationally successful Enactus program. Scholarships are available annually for students who demonstrate the entrepreneurial spirit.*  **Name:** **ID:** | | | | | | | |
| Courses in **BOLD** are required by this major  Courses in *ITALIC* are strongly recommended  **+** denotes courses offered only every other year.  **§** Indicates General liberal learning course.  Students must choose one 3-4 hour course in each of the following areas:  Art,  History, Humanities,  Natural Science  and  Social Sciences  **\*** Indicates course satisfies General Education requirement.  ALSO REQUIRED FOR GRADUATION:  •120 credit hours  •39 Upper division credits  •2.00 GPA  •Completion of all requirements  **KEY:**  GE#X=General Education  **LL**=Life & Leadership  **SS**=Strategic Skills  Update  4/3/24pm |
| **First Year Fall** | **Learning Outcome** | **Sem Hours** | **Date Met** | **First Year Spring** | **Learning Outcome** | **Sem Hours** | **Date Met** |
| **BUAD1100 Introduction to Business** |  | **3** |  | **MATH1370 Statistics for Sciences\*** | GE2A | **3** |  |
| **ECON1300 Principles of Macroeconomics\*** | GE3E | **3** |  | **ECON1320 Principles of Microeconomics\*** | GE3E | **3** |  |
| **ENGL1100 – Composition I\*** | GE1A | 3 |  | **COMM1100 – Foundations of Public Speaking\*** | GE1B | 3 |  |
| **UNIV1100 Digital Fluency & Citizenship** | SS | 3 |  | **UNIV1200 Health & Wholeness** | SS | 3 |  |
| **LEAD1100 Self leadership I** | **LL** | 2 |  | **LEAD1200 Self Leadership II** | **LL** | 2 |  |
| **Total Hours** |  | **14** |  | **Total Hours** |  | **14** |  |
| **Notes:** Join clubs and organizations on campus (Science club, etc.). Find winter break or summer job shadowing and volunteer opportunities.    \*If you have transferred in a composition course, please take a liberal learning course in its place. | | | | | | | |
| **Second Year Fall** | **Learning Outcome** | **Sem**  **Hours** | **Date Met** | **Second Year Spring** | **Learning Outcome** | **Sem Hours** | **Date Met** |
| **ACCT2310 Financial Accounting** |  | **3** |  | **ECON2100 Introductory Economic Data Analysis** |  | **3** |  |
| **MATH1280 College Algebra\*** | GE2B | **3** |  | Elective |  | 3 |  |
| **BUAD2330 Principles of Marketing** |  | **3** |  | **Natural Science §** | GE3D | 4 |  |
| **ENGL2110 – Composition II\*** | GE1C | 3 |  | **UNIV2100 Social Responsibility** | SS | 3 |  |
| **LEAD2100 Group Leadership I** | **LL** | 2 |  | **LEAD2200 Group Leadership II** | **LL** | 2 |  |
| **Total Hours** |  | **14** |  | **Total Hours** |  | **15** |  |
| **Notes:** Find student leadership positions or join a club or organization on campus (Science club, etc.).  Check in with faculty regarding any standardized tests/requirements for grad school.  Find winter break or summer job shadowing and volunteer opportunities.  \*If you have transferred in a composition course, please take a liberal learning course in its place. | | | | | | | |
| **Third Year Fall**  ***(check your degree audit!)*** | **Learning Outcome** | **Sem**  **Hours** | **Date Met** | **Third Year Spring** | **Learning Outcome** | **Sem Hours** | **Date Met** |
| **BUAD3480 International Marketing and Advertising** |  | **3** |  | **BUAD3210 Social Media Marketing** |  | **3** |  |
| Elective |  | 3 |  | **BUAD3240 Marketing Research & Analytics** |  | **3** |  |
| Elective |  | 3 |  | **Upper Division Marketing Elective** |  | **3** |  |
| Upper Division Elective |  | 3 |  | Elective |  | 3 |  |
| **History \*** | GE3B | 3 |  | **Humanities §** | GE3C | 3 |  |
| **LEAD3100 Organizational Leadership I** | **LL** | 2 |  | **LEAD3200 Org. Leadership II** | **LL** | 2 |  |
| **Total Hours** |  | **17** |  | **Total Hours** |  | **17** |  |
| **Notes:** Research and apply for an internship fall of the junior year to be completed summer after junior year.  Connect with your faculty advisor for assistance with navigating this process.  If you want to attend graduate school right after senior year, many applications open during the summer.  **Summer internship in Marketing is strongly encouraged for additional 3 sh.** | | | | | | | |
| **Fourth Year Fall**  ***(~Apply for graduation!~)*** | **Learning Outcome** | **Sem**  **Hours** | **Date Met** | **Fourth Year Spring** | **Learning Outcome** | **Sem Hours** | **Date Met** |
| **BUAD4320 Strategic Brand Management** |  | **3** |  | **BUAD4200 Seminar in Business Policy** |  | **3** |  |
| **BUAD4460 Strategic Marketing** |  | **3** |  | Elective |  | 3 |  |
| **Arts §** | GE3A | 3 |  | Elective |  | 3 |  |
| Upper Division Elective |  | 3 |  | Upper Division Elective |  | 3 |  |
| Upper Elective/Internship |  | 3 |  |  |  |  |  |
| **LEAD4100 Life and Leadership Practicum I** | **LL** | 2 |  | **LEAD4200 Life and Leadership Practicum II** | **LL** | 2 |  |
| **Total Hours** |  | **17** |  | **Total Hours** |  | **14** |  |
| **Notes:** Check in with your advisor during your senior year about career opportunities outside graduate programs, including opportunities for a gap year that help make you a more competitive graduate school applicant. | | | | | | | |

DISCLAIMER: These plans are to be used as guides only and are subject to changes in curriculum requirements. Refer to your Graceland Catalog for complete and accurate information. Some courses listed on the plans may have prerequisites that have not been stated. **The student has the ultimate responsibility for scheduling and meeting the graduation requirements.**