

BBA Marketing

- English Composition 1
- English Composition 2
- Algebra 1
- Computer Science 1
- Statistics 1
- Ethics and Human Behavior
- Communication 1
- Communication 2
- Psychology 1
- The Individual and Society
- Sociology 1
- World Literature
- Western Civilization
- Physical Science
- Research and Writing

CORE COURSES

- Principles of Management
- Marketing 1
- Business Law
- Accounting 1
- Finance 1
- Marketing & Sales Management
- Microeconomics
- Macroeconomics
- E-Business
- Accounting 2
- Finance 2
- Human Resources Management
- Operations & Production Management
- Management Information System
- Advanced Statistics
- Money & Banking
- Small Business
- International Business



Marketing Concentration Courses

- Marketing Management
- Retail Management
- Marketing Communications
- Marketing Research

Electives: student takes 3 courses from the following

- Introduction to Business
- Corporate Communication
- Corporate Finance
- The Tax System
- Communication Theories and Practices
- Advanced Computer Science
- Sociology 2
- Communication 3
- Innovation and Change Management

