



Finish in 4 Curricular Plan BS in Business Administration Marketing (MKT) Concentration



A Finish in 4 Curricular Plan provides a roadmap for completing this academic program and the UB Curriculum in four years. Your actual plan may vary depending on point of entry to the university, course placement and/or waivers based on standardized test scores, earned alternative credit and/or college transfer credit.

All students are encouraged to use this plan in conjunction with other academic planning resources such as your academic advisor, the hUB Academic Advisement Report, My Planner and Path Finder tool.

In addition to following this course roadmap, all other admission and academic requirements of this major as listed in the Undergraduate Catalog must be met in order to successfully complete this degree.

Freshman Year – Fall Semester		
Course	Category	Credit
UB Seminar	UBS	3
ECO 181	M	4
MTH 131	M, MQR	4
ENG 105	CL1	4
<i>Total Credits:</i>		15

Freshman Year – Spring Semester		
Course	Category	Credit
ECO 182	M	4
PSY 101	M	3
GLOBAL PATHWAY 1	GP1	3
THEMATIC PATHWAY 1	TP1	3
FREE ELECTIVE	E	2
<i>Total Credits:</i>		15

Sophomore Year – Fall Semester		
Course	Category	Credit
MGA 201	M	3
THEMATIC PATHWAY 2	TP2	3
GLOBAL PATHWAY 2	GP2	3
SCIENTIFIC INQUIRY 1	SLI 1	3
DOMESTIC DIVERISTY	DL	3
<i>Total Credits:</i>		15

Sophomore Year – Spring Semester		
Course	Category	Credit
MGA 202	M	3
MGQ 201	M, MQR	4
MGG 303 COM LIT 2	CL2, M	3
MGG 298	M	1
SCIENTIFIC INQUIRY 2	SLI2	4
<i>Total Credits:</i>		15

Junior Year – Fall Semester		
Course	Category	Credit
MGO 302	M	3
MGM 301	M	3
MGB 301	M	3
GLOBAL PATHWAY 3	GP3	3
THEMATIC PATHWAY 3	TP3	3
<i>Total Credits:</i>		15

Junior Year – Spring Semester		
Course	Category	Credit
MGQ 301	M	3
MGF 301	M	3
MGI 301	M	3
MGS 351	M	4
MGG 398	M	1
UB CAPSTONE	CAP	1
<i>Total Credits:</i>		15

Senior Year – Fall Semester		
Course	Category	Credit
MGE 302	M	3
MGM 403 (fall or spring)	M	3
MKT* CONCENTRATION	M	3
FREE ELECTIVE	E	3
FREE ELECTIVE	E	3
<i>Total Credits:</i>		15

Senior Year – Spring Semester		
Course	Category	Credit
MGO 403	M	3
MGT 401	M	3
MKT* CONCENTRATION	M	3
FREE ELECTIVE	E	3
FREE ELECTIVE	E	3
<i>Total Credits:</i>		15

Total Credits Required for Degree:	120
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MKT* - Choose two courses from: MGM 402, MGM 404, MGM 406 MGM 409,, or MGM 483

Category Legend:

CAP - UB Capstone

CL1/CL 2 - Communication Literacy 1/2

DL - Diversity Learning

E - Elective (not required for major or UB Curriculum)

GP1/GP2/GP3 - Global Pathway Course 1/2/3

M - Major requirement (including pre-requisites needed for admission to the major)

MQR - Math and Quantitative Reasoning

SLI1/SLI2 - Scientific Literacy and Inquiry 1/2

TP1/TP2/TP3 - Thematic Pathway Course 1/2/3

UBS - UB Seminar

Note: Some classes may count toward both a major (M) and UB Curriculum (UBC) requirement