



Curricular Plan

BS in Business Administration Marketing (MKT) Concentration



A 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
Pathway or ENG 105	P or CL 1	3 or 4
<i>Total Credits:</i>		14 or 15

Freshman Year – Spring Semester		
Course	Category	Credit
ECO 182	M	4
PSY 101	M	3
Pathway	P	3
Pathway or ENG 105	P or CL 1	3 or 4
Elective	E	2
<i>Total Credits:</i>		15 or 16

Sophomore Year – Fall Semester		
Course	Category	Credit
MGA 201	M	3
Pathway	P	3
Pathway	P	3
Scientific Literacy	SLI 1	3
Diversity Learning	DL*	3
<i>Total Credits:</i>		15

Sophomore Year – Spring Semester		
Course	Category	Credit
MGA 202	M	3
MGQ 201	M	4
MGG 303	M/CL 2	3
MGG 298	M	1
Scientific Literacy	SLI 2	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
Pathway	P	3
Pathway	P	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
UBC 399	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
Elective	E	3
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
Elective	E	3
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**

**Approved Diversity Learning course if not met through approved major, elective, or UBC course.*

Category Legend:

M = Course Required for Major (including pre-requisites needed for admission to the major)

E = Elective (course not required for major or UB Curriculum)

The following are all components of the UB Curriculum (UBC) For more information on the UBC and course options visit: <https://catalog.buffalo.edu/policies/ubcurriculum.html>

- UBS = UB Seminar
- CL1/CL 2 = Communication Literacy (2 required)
- CAP = UB Capstone
- DL = Diversity Learning
- MQR = Math and Quantitative Reasoning
- P = Pathway Course (6 required: 3 Global, 3 Thematic)
- SLI1/SLI2 = Scientific Literacy and Inquiry (2 required)

Note: Some classes may count toward both a major (M) and UB Curriculum (UBC) requirement. Courses that count towards more than one requirement are indicated by a "/" (slash) in the category column indicating which categories the course will satisfy.