



## BUSINESS ADMINISTRATION - MARKETING MAJOR<sup>1</sup>

### Program Learning Outcomes (PLOs):

1. Students will demonstrate their ability to apply a core body of discipline specific knowledge to business situations.
2. Students will be able to analyze and interpret information to solve business problems.
3. Students will demonstrate the ability to apply ethical and socially responsible, legal, and global perspectives to business situations and issues.

### First Year Courses

Fall Semester	Spring Semester
MTH 119 ECO 251	ECO 252 BAE 101

### Second Year Courses

Fall Semester	Spring Semester
ACC 201 PHI 216 or PHI 218	ACC 202 MGT 200 (PLO 1, 2, 3) MKT 202 (PLO 1, 2, 3)

### Third Year Courses

Fall Semester	Spring Semester
FIN 301 (PLO 1, 2, 3) BAE 318 (PLO 1, 2, 3)  ECO 352 (PLO 1, 2, 3) or BAE 328 (PLO 1, 2, 3) or FIN 355 (PLO 1, 2, 3)	MGT 360 (PLO 1, 2, 3) MKT 325 (PLO 1, 2, 3)  MKT 410 (PLO 1, 2, 3) or MKT 435 (PLO 1, 2, 3)

<sup>1</sup> This 4 year plan/curriculum map is for informational purposes and reflects the 2020-2021 Undergraduate Catalog. All Heidelberg students are strongly encouraged to work with their academic advisors to develop an individualized 4 year plan.



The Owen Center for  
Teaching & Learning

**Fourth Year Courses**

Fall Semester	Spring Semester
MKT 345 (PLO 1, 2, 3)	MGT 490 (PLO 1, 2, 3)