

**B.S. BUSINESS ADMINISTRATION - MARKETING**

The State University of New York at Fredonia is committed to doing our part to provide each student a clear path to graduation. This four-year degree plan is a sample map for fulfilling requirements in the major, the College Core Curriculum (CCC), and other supporting courses. The pathway that you take to your degree may differ somewhat from this illustration, depending on where you start and the detours and side trips you may take along the way. If you are committed to completing your degree in four years, we encourage you to consider signing up for the Fredonia in 4 program. For complete information about this degree program, please consult the university catalog at [fredonia.smartcatalogiq.com](http://fredonia.smartcatalogiq.com)

FIRST YEAR					
Fall Semester			Spring Semester		
Course		Credits	Course		Credits
ENGL 100	English Comp./CCC Written Comm	3	MATH 120	Survey of Calculus/CCC Math	3
CCC	Social Science (Non-Econ)	3	CSIT 151	Introduction to Information Systems	3
CCC	Natural Science	3	CCC	American History	3
CCC	Foreign Language	3	CCC	Natural Sciences	3
	General Elective	3		General Elective	3
		<b>TOTAL</b>			<b>TOTAL</b>
		<b>15</b>			<b>15</b>
SECOND YEAR					
Fall Semester			Spring Semester		
Course		Credits	Course		Credits
ACCT 201	Financial Accounting	3	ACCT 202	Managerial Accounting	3
ECON 201	Prin. of Macroecon/CCC Social Science	3	ECON 202	Principles of Microeconomics	3
CSIT 251	Information Systems Structures	3	ECON 200	Fundamentals of Statistics	3
CCC	Western Civilization	3	CCC	World Civilization	3
	General Elective	3		General Elective	3
		<b>TOTAL</b>			<b>TOTAL</b>
		<b>15</b>			<b>15</b>
THIRD YEAR					
Fall Semester			Spring Semester		
Course		Credits	Course		Credits
BUAD 323	Organizational Behavior	3	BUAD 320	Managerial Finance	3
BUAD 328	Marketing Foundations	3	BUAD 327	Operations Management I	3
BUAD 300	Statistical Analysis	3	CCC	Arts	3
BUAD 310	Legal Environment of Business	3	CCC	Humanities	3
	General Elective	3		General Elective	3
		<b>TOTAL</b>			<b>TOTAL</b>
		<b>15</b>			<b>15</b>
FOURTH YEAR					
Fall Semester			Spring Semester		
Course		Credits	Course		Credits
BUAD 340	Marketing Research	3	BUAD 445	Integrated Marketing Communications	3
BUAD 342	Consumer Behavior	3	BUAD 411	Marketing Management	3
	General Elective	3	BUAD 499	Strategic Mgmt/CCC Oral Comm.	3
	General Elective	3	BUAD 480	Internship	3
	General Elective	3		General Elective	3
		<b>TOTAL</b>			<b>TOTAL</b>
		<b>15</b>			<b>15</b>
					<b>GRAND TOTAL</b>
2016-2017					<b>120</b>

**Business Administration**

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degree is designed to provide the knowledge and skills required for success in the job market and in graduate programs. Students who major in Business Administration are prepared for a cross-section of opportunities. Recent graduates have embarked on careers with small businesses, large corporations, and public entities in fields such as investment, sales promotion, and personnel administration.

[fredonia.edu](http://fredonia.edu)