

ENGL 102 (3)

COMM 111 (3)

ECON 231 (3)

Introduction to Business

Statistics

Pre: Math 111 or Math 123 or Math 112
or Math 144 or Math 242

ECON 232 (1)

Statistical Software

Application

Pre: Math 111 or MATH 144, BADM
162

ECON 202 (3)

Principles Microeconomics

Pre: ECON 201 or ECON 201H

GenEd

BADM 162 (1)

Fine Arts (3)*

GenEd

MKT 690N (3)

Customer Journey Analytics

Pre: MKT 405

Spring Only

MKT 690M (3)

Data Driven Metrics for Modern
Marketing

Pre: ECON 231, 232, MKT 300 w/ C+

Fall Only

MGMT 360 (3)

Principles of Management

Pre: ENGL 101

**FA - HUM - MNS (3)
300 and Above**

GenEd

Open Elective (3)

Open Elective (3)

Note: Marketing- Data
Driven Marketing &
Intelligence majors are
REQUIRED to minor in
business analytics.

Spring