



Bachelor of Science in Business Administration (BSBA) Major: Marketing - Advertising Strategy

Effective for 2024/2025
 academic year

Fall Semester

Winter Semester

Total
Credits

Freshman Year	<div style="display: flex; justify-content: space-around;"> <div style="background-color: #e1e8f0; padding: 2px;">BA 1000 (1)</div> <div style="background-color: #e1e8f0; padding: 2px;">BA 2300 (3)</div> </div> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <div style="background-color: #e1e8f0; padding: 2px;">BA 1500 (3)</div> <div style="background-color: #fff9c4; padding: 2px;">ENG 1020 - BC (3)</div> </div> <div style="background-color: #fff9c4; padding: 2px; margin-top: 5px; text-align: center;">PSY 1010 (4) - NSIL</div> <div style="background-color: #c8e6c9; padding: 2px; margin-top: 5px; text-align: center;">Semester Total Credits = 14</div>	<div style="display: flex; justify-content: space-around;"> <div style="background-color: #ffe0b2; padding: 2px;">BA 3400 (3)</div> <div style="background-color: #ffe0b2; padding: 2px;">MGT 2530 (3)</div> </div> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <div style="background-color: #fff9c4; padding: 2px;">Civic Literacy - CIV (3)</div> <div style="background-color: #e1e8f0; padding: 2px;">ECO 2010 - SI (4)</div> </div> <div style="background-color: #fff9c4; padding: 2px; margin-top: 5px; text-align: center;">ENG 3010 or ENG 3050 - ICN (3)</div> <div style="background-color: #c8e6c9; padding: 2px; margin-top: 5px; text-align: center;">Semester Credits = 16</div>	30
Sophomore Year	<div style="display: flex; justify-content: space-around;"> <div style="background-color: #e1e8f0; padding: 2px;">ACC 3010 (3)</div> <div style="background-color: #ffe0b2; padding: 2px;">TIS 3630 (3)</div> </div> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <div style="background-color: #e1e8f0; padding: 2px;">ECO 2020 (4)</div> <div style="background-color: #ffe0b2; padding: 2px;">MKT 2300 (3)</div> </div> <div style="background-color: #fff9c4; padding: 2px; margin-top: 5px; text-align: center;">Natural Science Inquiry - NSI (3)</div> <div style="background-color: #c8e6c9; padding: 2px; margin-top: 5px; text-align: center;">Semester Total Credits = 16</div>	<div style="display: flex; justify-content: space-around;"> <div style="background-color: #e1e8f0; padding: 2px;">ACC 3020 (3)</div> <div style="background-color: #ffe0b2; padding: 2px;">FIN 3290 (3)</div> </div> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <div style="background-color: #fff9c4; padding: 2px;">COM 1010 (3)</div> <div style="background-color: #ffe0b2; padding: 2px;">GSC 3600 (3)</div> </div> <div style="background-color: #fff9c4; padding: 2px; margin-top: 5px; text-align: center;">Diversity Equity & Inclusion - DEI (3)</div> <div style="background-color: #c8e6c9; padding: 2px; margin-top: 5px; text-align: center;">Semester Totals = 15</div>	31
Junior Year	<div style="display: flex; justify-content: space-around;"> <div style="background-color: #009688; padding: 2px;">MKT 5410 (3)</div> <div style="background-color: #e1e8f0; padding: 2px;">BLW 2510 (3)</div> </div> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <div style="background-color: #fff9c4; padding: 2px;">Cultural Inquiry - CI (3)</div> <div style="background-color: #fff9c4; padding: 2px;">Global Learning - GL (3)</div> </div> <div style="background-color: #e1e8f0; padding: 2px; margin-top: 5px; text-align: center;">Free Elective (3)*</div> <div style="background-color: #c8e6c9; padding: 2px; margin-top: 5px; text-align: center;">Semester Total Credits = 15</div>	<div style="display: flex; justify-content: space-around;"> <div style="background-color: #009688; padding: 2px;">MKT 5450 (3)</div> <div style="background-color: #009688; padding: 2px;">MKT 5490 (3)</div> </div> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <div style="background-color: #e1e8f0; padding: 2px;">COM 3300 (3)</div> <div style="background-color: #e1e8f0; padding: 2px;">Free Elective (3)*</div> </div> <div style="background-color: #e1e8f0; padding: 2px; margin-top: 5px; text-align: center;">Free Elective (3)*</div> <div style="background-color: #c8e6c9; padding: 2px; margin-top: 5px; text-align: center;">Semester Total Credits = 15</div>	30
Senior Year	<div style="display: flex; justify-content: space-around;"> <div style="background-color: #009688; padding: 2px;">MKT 5800 (3)</div> <div style="background-color: #009688; padding: 2px;">MKT 5510 or 5850 (3)</div> </div> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <div style="background-color: #e1e8f0; padding: 2px;">Free Elective (3)*</div> <div style="background-color: #e1e8f0; padding: 2px;">Free Elective (3)*</div> </div> <div style="background-color: #e1e8f0; padding: 2px; margin-top: 5px; text-align: center;">Free Elective (3)*</div> <div style="background-color: #c8e6c9; padding: 2px; margin-top: 5px; text-align: center;">Semester Total Credits = 15</div>	<div style="display: flex; justify-content: space-around;"> <div style="background-color: #009688; padding: 2px;">MKT 6996 (3)</div> <div style="background-color: #ffe0b2; padding: 2px;">MGT 6890 (3)</div> </div> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <div style="background-color: #e1e8f0; padding: 2px;">Free Elective (4)*</div> <div style="background-color: #e1e8f0; padding: 2px;">Free Elective (4)*</div> </div> <div style="background-color: #c8e6c9; padding: 2px; margin-top: 5px; text-align: center;">Semester Total Credits = 14</div>	29

Legend:

Business Foundation

General Education/Competency

Business Core

Major

Free Electives*

120

Updated Aug. 2024

**26 credits of free electives are required for the degree. Students can apply these credits towards an internship for credit, a double major within business or adding a minor. See an advisor for more information.*

Success Outside of the Classroom

Advising

- ❖ Meet with an advisor once per semester
- ❖ Mandatory advising for students ranked as Freshman for fall and winter registration
- ❖ Develop a roadmap for degree completion
- ❖ Discuss options for the 26 credits of free electives you will need to complete

Career Planning & Placement

- ❖ Set up your Handshake account -www.joinhandshake
- ❖ Participate in fall and winter career fairs
- ❖ Attend marketing related recruitment events posted in Handshake
- ❖ Prepare for at least one marketing internship
- ❖ Complete CPP's placement survey before graduation

Get Involved

- ❖ Join a student organization
 - ❖ University wide - getinvolved.wayne.edu
 - ❖ Ilitch School - ilitchbusiness.wayne.edu/orgs