

Bachelor of Business Administration Degree (B.B.A.) Marketing Communications

SAMPLE PROGRAM SEQUENCE

	Semester Credits		Semester Credits
FIRST SEMESTER		FIFTH SEMESTER	
BUS1101 Career and Business Essentials	3	MKT3310 Services Marketing	3
SOC1123 Psychology of Adjustment.....	3	ECO2200 Principles of Economics	3
SOC2231 Human Relations	3	BUS2231 Business Law I.....	3
CIS1115 Computer Applications.....	3	Marketing Elective	3
ENG1105 Writing and Research	3	Free Elective	3
SECOND SEMESTER		SIXTH SEMESTER	
ACC1111 Financial Accounting I	3	FIN3301 Principles of Finance I	3
MKT2220 Principles of Marketing.....	3	Marketing Electives	6
MGT2220 Principles of Management.....	3	English Elective.....	3
ENG2205 Writing Through Literature	3	Free Elective	3
MAT2215 Statistics I	3	SEVENTH SEMESTER	
THIRD SEMESTER		Marketing Elective	3
IBS2201 International Business	3	Science Elective	3
MKT2222 Fundamentals of Marketing Research.....	3	Liberal Arts Elective.....	3
MKT2241 Consumer Behavior	3	Free Electives	6
HUM2225 Introduction to Ethics	3	EIGHTH SEMESTER	
Mathematics/Science Elective	3	BUS4483 Internship.....	3
FOURTH SEMESTER		MKT4465 Strategic Marketing Capstone.....	3
MKT2242 Branding	3	Social Science Elective.....	3
ENG3315 Advanced Writing	3	Liberal Arts Elective.....	3
Marketing Electives	6	Free Elective	3
Humanities Elective	3		

**120 SEMESTER CREDITS
REQUIRED FOR GRADUATION**

NOTE: 12 credits of Liberal Arts Electives must be at the 3000/4000 level. 12 credits of Marketing Electives must be at the 3000/4000 level.

Under certain circumstances the need to take developmental College Skills courses may lengthen the time required to complete the student's program, and may result in increased costs to a student.

Not all programs and courses are offered at all campuses. You may be required to take some courses at another campus or online.

For more information about Berkeley College graduation rates, the median debt of students who completed programs, and other important disclosures, please visit BerkeleyCollege.edu/gainful-employment/bba_marketing_communications_nj_statistics.htm and BerkeleyCollege.edu/gainful-employment/bba_marketing_communications_ny_statistics.htm.