

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

Not all programs are offered for completion at each campus or through Berkeley College Online®. Please review the academic program pages (BerkeleyCollege.edu/academics.htm) for information on where each program is offered. Additionally, all students may be required to take some courses at another campus or online. The Career Development and Internship courses are only offered online.

SAMPLE PROGRAM SEQUENCE

	Semester Credits		Semester Credits
FIRST SEMESTER		FIFTH SEMESTER	
MGT2220 Principles of Management.....	3	MKT3310 Services Marketing	3
SOC1123 Psychology of Adjustment.....	3	ECO2200 Principles of Economics	3
SOC2231 Human Relations	3	CIS2201 Advanced Spreadsheets	3
CIS1115 Computer Applications.....	3	English Elective.....	3
ENG1105 Writing and Research	3	Marketing Elective	3
SECOND SEMESTER		SIXTH SEMESTER	
ACC1111 Financial Accounting I	3	FIN3302 Corporate Finance.....	3
MKT2220 Principles of Marketing.....	3	CDV3000 Career Development II.....	3
CDV2000 Career Development I.....	3	BUS2231 Business Law I.....	3
ENG2205 Writing Through Literature	3	ENG2215 Public Speaking.....	3
MAT2215 Statistics I	3	Marketing Elective	3
THIRD SEMESTER		SEVENTH SEMESTER	
IBS2201 International Business	3	Marketing Elective	3
MKT2222 Fundamentals of Marketing Research.....	3	Science Elective	3
MKT2241 Consumer Behavior	3	Liberal Arts Elective.....	3
HUM2225 Introduction to Ethics	3	Free Electives	6
Mathematics/Science Elective	3		
FOURTH SEMESTER		EIGHTH SEMESTER	
MKT2242 Branding	3	BUS4483 Internship.....	3
ENG3315 Advanced Writing	3	MKT4465 Strategic Marketing Capstone.....	3
Marketing Electives	6	Social Science Elective.....	3
Humanities Elective	3	Liberal Arts Elective.....	3
		Free 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.