



**University of Montana - Four-Year Academic Plan 2019-2020**  
**College of Business**  
**Bachelor of Science (BS) in Business Administration, Marketing Major**

This is an example of a four year graduation plan for a degree in Marketing.

This is a sample academic plan. Students should meet with an academic advisor prior to registration to formulate their own plan.

Year 1	Year 2	Year 3	Year 4
<b>Fall</b>	<b>Fall</b>	<b>Fall</b>	<b>Fall</b>
BGEN 105S or BMGT 101S 3	ACTG 201 - Principles of Financial Acct. 3	BFIN 322 - Business Finance 3	BGEN 361 - Principles of Business Law 3
^ Approved Math Course 3	BGEN 220E - Business Ethics & Social Resp. 3	BMKT 325 - Principles of Marketing 3	+ BMKT 342 - Marketing Research 3
* WRIT 101 or COMX 111A 3	ECNS 202S - Principles of Macroeconomics 3	BGEN 360 - International Business 3	+ BMKT 343 - Integrated Marketing Communications 3
General Education Requirement 3	General Education Requirement 3	MKTG Elective 3	\$ MKTG Tech Elective 3
Non-Business Elective 3	Non-Business Elective 3	Non-Business Elective 3	Non-Business Elective 3
Credits 15	Credits 15	Credits 15	Credit 15
<b>Spring</b>	<b>Spring</b>	<b>Spring</b>	<b>Spring</b>
# Approved Stats Course 3	ACTG 202 - Principles of Managerial Acct. 3	BMGT 322 - Operations MGMT 3	BGEN 499 - Strategic MGMT 3
* COMX 111A or WRIT 101 3	BMIS 270 - MIS Foundations for Business 3	BMGT 340 - MGMT & Org. Behavior 3	BMKT 420 - Integrated Online MKTG 3
CSCI 172 - Intro to Computer Modeling 3	Intermediate Writing Course 3	+ BMKT 337 - Consumer Behavior 3	Non-Business Elective 3
ECNS 201S - Principles of Microeconomics 3	General Education Requirement 3	MKTG Elective 3	Non-Business Elective 3
General Education Requirement 3	General Education Requirement 3	Non-Business Elective 3	Business or Non-Business Elective 3
Credits 15	Credits 15	Credits 15	Credits 15
<b>Summer</b>	<b>Summer</b>	<b>Summer</b>	<b>Summer</b>
Credits 0	Credits 0	Credits 0	Credits 0
<b>Total Credits 30</b>	<b>Total Credits 60</b>	<b>Total Credits 90</b>	<b>Total Credits 120</b>

**Notes:**

- ^ **Approved Math Courses** include: M 115 - Probability & Linear Math, M 121 - College Algebra, M 151 - Pre-Calculus, or M 162 - Applied Calc
  - \* Students with last names A-L will take WRIT 101 in **Fall**; Students with last names M-Z will take WRIT 101 in **Spring**
  - # **Approved Stats Courses** include: FORS 201 - Forest Biometrics, PSYX 222 - Psych Stats, SOCI 202 - Social Stats, or STAT 216 - Intro to Stats
  - \$ **Approved MKTG Tech Electives** include: BMKT 440 - Marketing Analytics, BMKT 460 - MKTG of Hi-Tech Products, and BMKT 491 - Special Topics
  - + Noted courses are offered in **specific semesters only** - see GSSC to confirm term offered
- See catalog or the Gianchetta Student Success Center (GBB L35) for more details.