



University of Montana - Four-Year Academic Plan 2021-2022

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	
Fall		Fall		Fall		Fall	
BGEN 105S - Intro to Business	3	ACTG 201 - Principles of Financial Acct.	3	BGEN 341 - Ppl, Process & Tech I	3	BGEN 361 - Principles of Business Law	3
^ Approved Math Course	3	BGEN 222 - Business Models & Ops.	3	BMKT 325 - Principles of Marketing	3	+ BMKT 342 - Marketing Research	3
* WRIT 101 or COMX 111A	3	ECNS 202S - Principles of Macroeconomic	3	BGEN 360 - International Business	3	+ BMKT 460 - MKTG Hi-Tech Prod & Innov	3
General Education Requirement	3	General Education Requirement	3	MKTG Elective	3	\$ MKTG Tech Elective	3
General Education Requirement	3	Elective	3	Elective	3	Elective	3
Credits	15	Credits	15	Credits	15	Credit	15
Spring		Spring		Spring		Spring	
# Approved Stats Course	3	ACTG 202 - Prin. of Managerial Acct.	3	BFIN 322 - Business Finance	3	BGEN 499 - Strategic MGMT	3
* COMX 111A or WRIT 101	3	BMIS 270 - MIS Foundations for Bus.	3	BGEN 342 - Ppl, Process & Tech II	3	BMKT 420 - Integrated Online MKTG	3
ECNS 201S - Prin. of Microeconomics	3	BGEN 220E - Business Ethics & Social Res	3	+ BMKT 337 - Consumer Behavior	3	Elective	3
General Education Requirement	3	Intermediate Writing Course	3	MKTG Elective	3	Elective	3
General Education Requirement	3	General Education Requirement	3	Elective	3	Elective	3
Credits	15	Credits	15	Credits	15	Credits	15
Summer		Summer		Summer		Summer	
Credits	0	Credits	0	Credits	0	Credits	0
Total Credits	30	Total Credits	60	Total Credits	90	Total Credits	120

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 482 - Telling Stories with Data 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.