



**School of Business – BBA Marketing – Degree Planning Guide**

**Freshmen (Yr 1)**

SEMESTER I		SEMESTER II	
ACCT121-Fundamentals of Accounting I	3	ACCT122-Fundamentals of Accounting II	3
MKTG201-Principles of Marketing	3	MATH182-Calculus with Applications	3
ENGL115-English Composition I	3	RELT100-God & Human Life	3
MATH165-College Algebra	3	BHSC100-Philosophy of Service	2
PHYS115 <u>or</u> (see back of sheet)	3	COMM104-Communication Skills	3
IDSC110-College Success & Career Planning	1	CPTR100-Introductory Computer Tools	3
	<u>16</u>		<u>17</u>

**Sophomore (Yr 2)**

SEMESTER I		SEMESTER II	
MGMT255-Principles of Management	3	ECON226-Principles of Microeconomics	3
HRMN250-Human Resource Management	3	MKTG205-Advertising & Sales Promotion	3
ECON227-Principles of Macroeconomics	3	MGMT202-Business Communication	3
CPTR210-Information Systems & Theory App	3	FNCE217-Principles of Finance	3
ENGL215-English Composition II	3	HLED120-Fit & Well	1
PSYC101 <u>or</u> SOC119- Intro. to Psyc. <u>or</u> Socio.	3	EDTE354-Philosophy of Education	2
		RELB210-Jesus in His Time and Ours	3
	<u>18</u>		<u>18</u>

**Junior (Yr 3)**

SEMESTER I		SEMESTER II	
MGMT341-Business Law	3	MGMT345-Business Ethics	3
MGMT301-Business Statistics	3	MKTG350-Sales Management	3
MKTG342-Service Marketing	3	MKTG414-Retail Marketing	3
MKTG343-Consumer Behavior	3	IDSC205-Introduction to Fine Arts	2
PEAC110 <u>or</u> PEAC130-Per Phys. Fit <u>or</u> Sp. Activ	1	RELB340-Religion and Ethics	3
HIST147-West Indian History (see back of sheet)	3	ENGL255-Studies in Literature	3
	<u>16</u>		<u>17</u>

**Senior (Yr 4)**

SEMESTER I		SEMESTER II	
MGMT210-Small Business Management(Elective)	3	MGMT495-Strategic Management	3
MKTG415-Marketing Research	3	MKTG445-International Marketing	3
MKTG418-Introduction to E-Commerce	3	MGMT475-Operations Management	3
BIOL111 <u>or</u> (see back of sheet)	3	MKTG490-Special Topics in Marketing	3
FREN101 <u>or</u> SPAN103-Conv. French <u>or</u> Span. for Bus.	3	RELT250-Personal Spirituality & Faith	3
TCED285 <u>or</u> HMEC129-Uphol. <u>or</u> Social & Pro. Ethics	1	MKTG499-Internship	3
	<u>16</u>		<u>18</u>

Total Credits: 136

**Please see back of sheet**

## SCIENCE REQUIREMENTS

Students must select **any two** science courses to fulfill their degree requirements.

BIOL111 Anatomy and Physiology I	4
BIOL208 Principles of Environmental Science	3
BIOL245 Natural History of Trinidad and Tobago	3
CHEM107 Chemistry in Society	3
PHYS115 Concepts of Physics	3
FDNT230 Nutrition	3

**Note: Students are not advisors. Students must see their advisor at least once each school year.**

## HISTORY REQUIREMENT

Students must select **any one** history course to fulfill their degree requirements.

HIST104 World Civilizations I	3
HIST105 World Civilizations II	3
HIST147 West Indian History	3

**Note: If Caribbean History was not passed at the GCE/CXC level, HIST 147 must be taken.**

## BUSINESS ELECTIVE

Some business degrees include business electives or electives. **MGMT 210 Small Business Management** is the recommended course to be taken.

## COURSES WITH PREREQUISITES\*\*

Several courses require prerequisites. Prerequisites are preparatory courses that must be done **prior** to other courses. Students are required to do prerequisites where stated. There are certain exceptions where prerequisites may be waived. This means that a prerequisite for a course stated in the bulletin may not have to be done **OR** that the prerequisite for a course can be done alternatively. Please see your advisor for information. **The following courses in the table below have one (1) prerequisite (unless otherwise stated) and can be officially requested to have their prerequisites waived:**

ECON226	HRMN250	MKTG201	<i>HRMN434*</i> (prereq that can be waived HRMN255)
FNCE401	HRMN255	MKTG350	<i>MKTG415*</i> (prereq that can be waived MGMT365)
FNCE217	HRMN330	MGMT345	<i>HRMN400*</i> (prereq that can be waived HRMN255)
	HRMN343		<i>FNCE411*</i> (prereq that can be waived STAT285)
INTERNSHIP - ACCT/FNCE/ECON/MKTG/MGMT/HRMN/HSTM499			

**\* - These are subjects that require two prerequisites. However, the one that can be waived is what is indicated in the box to the left.**

## COURSE OVERLOAD

Students with good performance in study may be allowed to take extra credits with the approval from their advisor and school Deans, according to the following guidelines.

<u>Overall GPA</u>	<u>Course Load</u>
3.00 – 3.49	17 credits
3.50 – 3.89	18 credits
3.90 – 4.00	19 credits

**For the third (summer) semester, a student is not permitted to register for more than 12 credits.**

## PETITIONS

If a student has taken any course not currently listed on their Degree Planning Guide, the student is free to submit a petition form to have the course substituted, where applicable. Please see academic advisor regarding petitions.

## CLASSIFICATION OF A STUDENT

A regular student is classified academically during the first semester according to the levels of academic achievement listed below.

Freshman(yr1) Standing: 0-24 credits	Junior(yr3) Standing: 57-86 credits
Sophomore(yr2) Standing: 25-56 credits	Senior(yr4) Standing: 87+ credits