



# Pitt State

## Marketing, Bachelor of Business Administration

Name:

ID:

Catalog 2025-26

This academic degree map is a term-by-term course schedule designed for you to graduate in four years. The sample schedule below serves as a general guideline to building a full-time schedule for each term. Earning a degree requires that you complete (1) the required General Education courses, (2) the course requirements of your major and (3) any requirements PSU has designated for a Bachelor degree. Courses and special notes are specified to keep you on track to graduate in four years. Where open elective is listed, it means that you may take a course of your choosing, perhaps a course in an area outside of your major, but be sure to discuss this with your advisor.

This map is not a substitute for academic advisement – contact your advisor if you have any questions throughout the term and as you begin planning for the next. The University Catalog is also available as a resource with a complete list of requirements for all degrees offered at PSU.

### Recommended 4-years to graduation plan

Code	Semester 1 - FRESHMAN YEAR	Credit	NOTES
UGS 150	Gorilla Gateway (SGE) <sup>070</sup>	2	
ENGL 101	English Composition (SGE) <sup>010</sup>	3	C or better
BUS 101	Introduction to Business (SGE) <sup>070</sup> Suggested (or MGT 105)	3	
MATH 113	College Algebra (SGE) <sup>030</sup>	3	C or better
Bucket 050	Social & Behavioral Sciences (SGE) <sup>050</sup>	3	
Bucket 070	Institutionally Designated (SGE) <sup>070</sup>	1	
<b>TOTAL CREDIT HOURS</b>		<b>15</b>	

Code	Semester 2 - FRESHMAN YEAR	Credit	NOTES
COMM 207	Speech Communication (SGE) <sup>020</sup>	3	C or better
ACCTG 201	Financial Accounting	3	C or better
DSIS 130	Computer Information Systems	3	C or better
ENGL 299	Intro to Research Writing (SGE) <sup>010</sup>	3	C or better
QBA 210	Business Statistics	3	
<b>TOTAL CREDIT HOURS</b>		<b>15</b>	

	Semester 3 - SOPHOMORE YEAR	Credit	
ECON 200 or ECON 201	Principles of Microeconomics <b>OR</b> Principles of Macroeconomics (SGE) <sup>050</sup> Suggested	3	
Bucket 060	Arts & Humanities (SGE) <sup>060</sup>	3	
ACCTG 202	Managerial Accounting	3	
Bucket 040	Natural and Physical Sciences (SGE) <sup>040</sup>	4	
100+	Open Elective	2	
<b>TOTAL CREDIT HOURS</b>		<b>15</b>	

	Semester 4 - SOPHOMORE YEAR	Credit	
ECON 200 or ECON 201	Principles of Microeconomics <b>OR</b> Principles of Macroeconomics	3	
BUS 210	Business Professionalism	3	
Bucket 060	Arts & Humanities (SGE) <sup>060</sup>	3	
100+	Open Elective	3	
100+	Open Elective	3	
<b>TOTAL CREDIT HOURS</b>		<b>15</b>	

	Semester 5 - JUNIOR YEAR	Credit	
QBA 310	Business Analytics I	3	
300+	ECON Elective	3	
FIN 326	Business Finance	3	
MGT 330	Management & Organizational Behavior	3	
MKTG 330	Principles of Marketing	3	
<b>TOTAL CREDIT HOURS</b>		<b>15</b>	

	Semester 6 - JUNIOR YEAR	Credit	
300+	MKTG Elective	3	
MKTG 510	Consumer Behavior	3	
QBA 410	Business Analytics II	3	
IB 330 or IB 340	International Business <b>OR</b> International Marketing	3	
100+	Open Elective	3	
<b>TOTAL CREDIT HOURS</b>		<b>15</b>	

	Semester 7 - SENIOR YEAR	Credit	
MKTG 520	Marketing Research	3	
MGT 430	Legal & Social Environment of Business	3	
300+	MKTG Elective	3	
100+	Open Elective	3	
100+	Open Elective	3	
<b>TOTAL CREDIT HOURS</b>		<b>15</b>	

	Semester 8 - SENIOR YEAR	Credit	
DSIS 420	Management Information Systems	3	
MKTG 680	Applied Marketing Management	3	
300+	MKTG Elective	3	
MGT 690	Business Strategy	3	
100+	Open Elective	3	
<b>TOTAL CREDIT HOURS</b>		<b>15</b>	

#### Systemwide General Education (SGE) Key

- |                                 |                                  |
|---------------------------------|----------------------------------|
| 010 English                     | 050 Social & Behavioral Sciences |
| 020 Communications              | 060 Arts & Humanities            |
| 030 Math & Statistics           | 070 Institutionally Designated   |
| 040 Natural & Physical Sciences |                                  |