

# Unofficial Planning Sheet

**Bachelor of Business Administration (BBA)**

**Marketing**

Name:

Year of Declared Major: 2024-2025

Student ID#:

Fall				Spring		
Year 1	Credit	Semester	Grade	Credit	Semester	Grade
WRTG A111: Writing Across Contexts	3			BADAA110: Comp Concepts in Bus	3	
COMM A111 or A241	3			WRTG A212: Wrtg & Professions	3	
Humanities GER	3			MATH 121 or 151	3	
Fine Arts GER	3			Humanities GER	3	
BA A151: Business Foundations	3			Nat Sci GER with Lab	3	
	15				15	

Year 2	Credit	Semester	Grade	Credit	Semester	Grade
ACCT A201: Principels Financial Acct	3			ACCT A202: Managerial Acct	3	
BA A241: Business Law	3			ECON A227: Intro Stats for Bus/Econ	3	
ECON A101: Micro Economics	3			ECON A102: Macro Economics	3	
MATH 221 or 251 or A251F	3-6			Natural Science GER	3	
BA 280 (Managerial Comm)	3			Elective	3	
	15-18				15	

Year 3	Credit	Semester	Grade	Credit	Semester	Grade
BA A300: Org Theory & Behavior	3			BA 381: Consumer Behaviour	3	
BA A325: Corporate Finance	3			BA A376 or ACCT A316: Mgmt In./Acct I	3	
BA A343: Principles of Marketing	3			BA 482: Integrated Mktg Comm <sup>7</sup>	3	
BA 375/Econ 312/329/BADA470 <sup>8</sup>	3			U/D Business Elective <sup>5</sup>	3	
AKNS GER or Elective	3			Diversity & Inclusion GER or Elective	3	
	15				15	

Year 4	Credit	Semester	Grade	Credit	Semester	Grade
BA 383: Market Research <sup>6</sup>	3			BA 460: Marketing Mangement <sup>7</sup>	3	
BA A388: Globalization & Bus Env	3			BA 480: Marketing Media Analytics <sup>7</sup>	3	
<b>BA A462: Strategics Management</b>	3			U/D Business Elective <sup>5</sup>	3	
U/D Business Elective <sup>5</sup>	3			Elective	3	
Elective	3			Elective	3	
	15				15	

**Total Credits** 120-123

Legend: U/D - Upper Division, (Semesters) S - Spring, F - Fall, U - Summer

## Notes

<sup>1</sup> ECON A101, ECON A102, and BAA151 fulfills the GER Social Science 6 credit requirement.

<sup>2</sup> COMM A111 or COMM A241 is a prerequisite for BA A280.

<sup>3</sup> Any 100-400 level course of any subject that is not already applied towards the degree.

<sup>4</sup> Students need to finish three credits of Alaska Native-Themed GER and three credits of Diversity & Inclusion GER coursework, without using the same course for both requirements. If there's overlap with another Tier II GER category, students can fulfill the three credits with an elective instead.

<sup>5</sup> Complete nine credits of upper-division business electives in ACCT, BA, BADA, ECON, HA, or LOG.

<sup>6</sup> Course is only offered in the fall semester.

<sup>7</sup> Course is only offered in the spring semester.

<sup>8</sup> Students must complete an Upper Division Business Statistics Course: BA A375, BADA A470, ECON A312, or ECON A329.

<sup>9</sup> General Education Requirement Integrative Capstone, BA A462.

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A minimum of 120 Credits is required for the BBA degree, 39 Upper Division Credits, 30 in Residence credits, with 24 Upper Division in Residence, are required to receive a degree from the University of Alaska Anchorage.

**A grade of C or better is required for all major requirements.**

**This is a suggested sequence for taking courses and is not intended to take the place of the program requirements listed in the UAA Catalog.**

**Please contact your academic advisor for more information.**

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