



University of Hawai'i at Mānoa – Four-Year Academic Plan 2013-2014

Shidler College of Business

Bachelor of Business Administration (BBA) - 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 |
| ECON 130 (DS) 3 | ACC 201 3 | BUS 310 3 | BUS 313/314 3 |
| PSY 100 or SOC 100 (DS) 3 | ICS 101B 4 | BUS 311 3 | MKT Elective 3 |
| FW 3 | DB (or DP) 3 | BUS 312 3 | MKT Elective 3 |
| FG (A/B/C) 3 | HSL 201 or Culture Course 3 | BLAW 200 3 | Non-BUS / Non-major 3 |
| HSL 101 or Culture Course 3 | "HAP" Focus Course 3 | Non-BUS Elective 300+ (WI) 3 | Elective 300+ (BUS 395 recommended) 3 |
| | | | WI Course 3 |
| Credits 15 | Credits 16 | Credits 15 | Credits 15 |
| Spring | Spring | Spring | Spring |
| ECON 131 3 | ACC 202 3 | MKT 321 3 | MKT 391 3 |
| Calculus (FS) 3 | COMG 151 or 251 (DA) 3 | MKT 311 3 | BUS 345 3 |
| FG (A/B/C) 3 | BUS Communication 3 | BUS 313/314 3 | Non-BUS / Non-major 3 |
| DH/DL 3 | DP (or DB) 3 | BUS 315 3 | Elective 300+ 3 |
| HSL 102 or Culture Course 3 | DY 1 | WI Course 3 | IB Elective 3 |
| | HSL 202 or Culture 300+ 3 | | Elective 1 |
| Credits 15 | Credits 16 | Credits 15 | Credits 13 |
| Summer | Summer | Summer | Summer |
| | | | |
| Credits 0 | Credits 0 | Credits 0 | Credits 0 |
| Total Credits 30 | Total Credits 62 | Total Credits 92 | Total Credits 120 |

Notes:

Students may have to take a placement exam to be able to register for Calculus.

Students must incorporate all focus requirements into this plan. **Focus designators (i.e., W, E, O, H) are CRN specific & semester specific.

Check with your academic advisor for assistance with appropriate course selections and to discuss requirements for double majors.

Minimum 45 upper division (300+ course) credits are required.