

CURRICULUM MAP



MERRIMACK COLLEGE

Business Administration, BSBA (Marketing Concentration)

YEAR ONE

FALL

Introduction to Business – MGT 1100	4 credits	Major Requirement
First Year Experience – FYE 1050	1 credit	General Education Requirement
3 of the following (12 credits):		
• Technology Skills for Business – MGT 1150	4 credits	Major Requirement
• Intro to Philosophy – PHL 1000	4 credits	General Education Requirement
• Intro to College Writing – ENG 1050	4 credits	General Education Requirement
• Intro to Religion – RTS 1000	4 credits	General Education Requirement
• General Education Elective	4 credits	General Education Requirement

Total Credits - 17

SPRING

Principles of Marketing – MKT 2205	4 credits	Major Requirement
3 of the following (12 credits):		
• Accounting for Business – ACC 2203	4 credits	Major Requirement
• Technology Skills for Business – MGT 1150	4 credits	Major Requirement
• Organizational Behavior – MGT 3120	4 credits	Major Requirement
• Intro to Philosophy – PHL 1000	4 credits	General Education Requirement
• Intro to College Writing – ENG 1050	4 credits	General Education Requirement
• Intro to Religion – RTS 1000	4 credits	General Education Requirement
• General Education Elective	4 credits	General Education Requirement

Total Credits - 16

YEAR TWO

FALL

4 of the following (16 credits):		
• Accounting for Business – ACC 2203	4 credits	Major Requirement
• Data Analysis for Business – MGT 2150	4 credits	Major Requirement
• Organizational Behavior – MGT 3120	4 credits	Major Requirement
• Intro to Philosophy – PHL 1000	4 credits	General Education Requirement
• Intro to Religion – RTS 1000	4 credits	General Education Requirement
• General Education Elective	4 credits	General Education Requirement

Total Credits - 16

SPRING

4 of the following (16 credits):		
• Marketing Strategy – MKT 3300	4 credits	Concentration
• Managerial Finance – FIN 2500	4 credits	Major Requirement
• Data Analysis for Business – MGT 2150	4 credits	Major Requirement
• Organizational Behavior – MGT 3120	4 credits	Major Requirement

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|---------------------------------------|-----------|-------------------------------|
| • Marketing Concentration Requirement | 4 credits | Concentration |
| • General Education Elective | 4 credits | General Education Requirement |

Total Credits - 16

YEAR THREE

FALL

4 of the following (16 credits):

- | | | |
|-----------------------------------------|-----------|-------------------------------|
| • Marketing Strategy – MKT 3300 | 4 credits | Concentration |
| • Managerial Finance – FIN 2500 | 4 credits | Major Requirement |
| • Data Analysis for Business – MGT 2150 | 4 credits | Major Requirement |
| • Organizational Behavior – MGT 3120 | 4 credits | Major Requirement |
| • Marketing Concentration Elective | 4 credits | Concentration |
| • General Education Elective | 4 credits | General Education Requirement |
| • Open Elective | 4 credits | Open Elective |

Total Credits - 16

SPRING

4 of the following (16 credits):

- | | | |
|--------------------------------------|-----------|-------------------------------|
| • Business Experiential Requirement | 4 credits | Major Requirement |
| • Marketing Research – MKT 4420 | 4 credits | Concentration |
| • Managerial Finance – FIN 2500 | 4 credits | Major Requirement |
| • Organizational Behavior – MGT 3120 | 4 credits | Major Requirement |
| • Marketing Concentration Elective | 4 credits | Concentration |
| • General Education Elective | 4 credits | General Education Requirement |
| • Open Elective | 4 credits | Open Elective |

Total Credits - 16

YEAR FOUR

FALL

4 of the following (16 credits):

- | | | |
|----------------------------------------------------|-----------|-------------------------------|
| • Business Experiential Requirement | 4 credits | Major Requirement |
| • Strategic Analysis & Decision Making - MGT 4100W | 4 credits | Major Requirement |
| • Marketing Research – MKT 4420 | 4 credits | Concentration |
| • Marketing Seminar – MKT 4980 | 4 credits | Concentration |
| • Marketing Concentration Elective | 4 credits | Concentration |
| • General Education Elective | 4 credits | General Education Requirement |
| • Open Elective | 4 credits | Open Elective |

Total Credits - 16

SPRING

3 of the following (12 credits):

- | | | |
|----------------------------------------------------|-----------|-------------------------------|
| • Business Experiential Requirement | 4 credits | Major Requirement |
| • Strategic Analysis & Decision Making - MGT 4100W | 4 credits | Major Requirement |
| • Management Concentration Requirement | 4 credits | Concentration |
| • Management Concentration Elective | 4 credits | Concentration |
| • General Education Elective | 4 credits | General Education Requirement |
| • Open Elective | 4 credits | Open Elective |

Total Credits - 12

Note: This is a sample curriculum map. Students may progress toward graduation using alternative pathways.