

**ENGL 102 (3)**

**COMM 111 (3)**

**ECON 231 (3)**

Introduction to Business

Statistics

Pre: Math 111 or Math 123 or Math 112  
or Math 144 or Math 242

**ECON 232 (1)**

Statistical Software

Application

Pre: Math 111 or MATH 144, BADM  
162

**ECON 202 (3)**

Principles Microeconomics

Pre: ECON 201 or ECON 201H

GenEd

**BADM 162 (1)**

**Fine Arts (3)\***

GenEd

Fall Only

**MKT 690N (3)**

Customer Journey Analytics

Pre: MKT 405

Spring Only

**MKT 690M (3)**

Data Driven Metrics for Modern  
Marketing

Pre: ECON 231, 232, MKT 300 w/ C+

Fall Only

**MGMT 360 (3)**

Principles of Management

Pre: ENGL 101

**FA - HUM - MNS (3)  
300 and Above**

GenEd

**Open Elective (3)**

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**Note:** Marketing- Data  
Driven Marketing &  
Intelligence majors are  
**REQUIRED** to minor in  
business analytics.

Spring