DALTON STATE
STUDENT SUCCESS & ADVISING

Program Pathway for Bachelor of Business Administration in Marketing 2026-2027

Program Summary

The Bachelor of Business Administration in Marketing program is designed to prepare students with a comprehensive understanding of marketing principles and practices in an ever-changing business environment. Through a curriculum that blends theoretical knowledge with practical skills, students explore key areas such as consumer behavior, market research, digital and social media marketing, and strategic brand management. The program emphasizes the development of critical thinking and creative problem-solving skills necessary for creating effective marketing strategies.

Career Options and Outlook

This field experiences constant change due to technology and is expected to have high demand. Positions include working in a market research firm, marketing department, or across all types of organizations. Careers include:

Marketing Manager
Digital / Social Media Marketing
Marketing Research Analysis/Director
Brand/Content Manager

Program Pathway Information

This map is a term-by-term sample course schedule and is a general recommendation. DSC encourages all students to take between 30-33 hours per year to graduate in four years. Learning support requirements may impact schedule. ENGL 1101, 1102, MATH 1101, 1111 are Writing and Mathematics foundation courses. Bold and asterisk (*) courses have been identified as "key courses." It is required that students pass these key courses with a "C" or higher in order to be successful in this program. Please note this includes **ALL** 3000-4000 level business courses. **Many marketing courses are only taught once a year.** Taking courses in sequence is critical to prevent delay.

Milestones

First Year Milestone: Complete Writing and Mathematics courses.
Second Year Milestone: Complete BUSA 3301 and Field of Study courses with a 2.25 GPA or higher. Consider joining student organizations (ex. Wright Club).
Third Year Milestone: Consider internships.
Fourth Year Milestone: Submit graduation application by the end of the first term. Complete FINC 3056, MNGT 3051, MARK 3010, LSCM 3251, BUSA 3701 by the end of the first term. Prepare for professional credentialing certification exams and any other graduate school programs.

The milestones listed each year are designed to keep you on track to graduate. Students are strongly encouraged to meet with their academic advisor each year to review their progress. Missing course milestones could result in a delay in graduation.

Students are encouraged to differentiate themselves in the marketplace and can do so by completing a minor. All minors in the Wright School of Business are targeted programs aimed to meet workforce needs, improve your marketability, and can be completed quickly.

Suggested Minors

Entrepreneurship
Business Analytics
Logistics and Supply Chain Management

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Freshman	Fall Semester	Credit	Prerequisite	FR	Spring Semester	Credit	Prerequisite
PRSP	Perspectives Course	1	*(required for new freshmen)*	**ENGL 1102**	**English Composition II ***	3	ENGL 1101
ENGL 1101	**English Composition I ***	3		STEM	Science or Math Elective	3	Varies
MATH 1101, MATH 1111	**Mathematical Modeling or College Algebra***	3		**BUSA 2201**	**Fund. of Computer Applications*+**	3	Mathematics
BUSA 2106	**Environment of Business *+**	3		HIST 2111/12	United States History	3	
POLS 1101	American Government	3		**ECON 2105**	**Macroeconomics*+**	3	Mathematics
COMM 1110	Fundamentals of Speech	3					
	Total	**16**			**Total**	**15**	
Sophomore	**Fall Semester**	**Credit**	**Prerequisite**	**SO**	**Spring Semester**	**Credit**	**Prerequisite**
ACCT 2101	**Accounting I ***	3	Mathematics	**ACCT 2102**	**Accounting II ***	3	ACCT 2101
BUSA 2850	**Business Statistics ***	3	BUSA 2201	**BUSA 3301**	**Business Communications***	3	BUSA 2106, COMM 1110, ENGL 1102
Humanities	English Literature Elective	3	CO: ENGL 1102	**ECON 2106**	**Microeconomics ***	3	Mathematics
STEM	Lab Science Elective	4		Humanities	Humanities Elective	3	
Social Science	Social Science Elective	3		STEM	Lab Science Elective	4	
	Total	**16**			**Total**	**16**	
Junior	**Fall Semester**	**Credit**	**Prerequisite**	**JR**	**Spring Semester**	**Credit**	**Prerequisite**
BUSA 3531	**Data Cleaning & Visualization ***	3	ACCT 2102, BUSA 2850, ECON 2106	**BUSA 3060**	**Business Law ***	3	BUSA 2106, ECON 2105, ECON 2106
BUSA 3701	**Prof. Development Seminar**	3	BUSA 3301	**FINC 3056**	**Principles of Finance ***	3	(CO: BUSA 2850) ACCT 2102, COMM 1110, ECON 2105, ECON 2106, ENGL 1102
LSCM 3251	**Principles of Supply Chain Mngt. ***	3	BUSA 2850, COMM 1110, ENGL 1102	**MNGT 3051**	**Principles of Management ***	3	BUSA 2106, COMM 1110, ECON 2105, ENGL 1102
MARK 3010	**Principles of Marketing ***	3	BUSA 2106, BUSA 2201, COMM 1110, ECON 2106	**MARK 3233 (S)**	**Retail Marketing***	3	MARK 3010
MGIS 3351	**Management Info. Systems ***	3	BUSA 2201, COMM 1110, ENGL 1102	**Elective**	**Marketing (3000-4000 level) ***	3	MARK 3010
	Total	**15**			**Total**	**15**	
Senior	**Fall Semester**	**Credit**	**Prerequisite**	**SR**	**Spring Semester**	**Credit**	**Prerequisite**
MARK 3011 (F)	**Consumer Behavior**	3	MARK 3010	**BUSA 3360**	**Business Negotiations***	3	BUSA 3301
MARK 3570 (F)	**Integrated Brand Promotion ***	3	MARK 3010	**MARK 4121 (S)**	**Marketing Research & Analysis ***	3	BUSA 2850, MARK 3010
BUSA 3351	**International Business ***	3	BUSA 2106, ECON 2105, ECON 2106	**MARK 4701 (S)**	**Marketing Strategy ***	3	MARK 3010
MARK 4433 (F)	**Social Media Marketing ***	3	MARK 3010	**MNGT 4701**	**Strategic Management ***	3	BUSA 3701, FINC 3056, LSCM 3251, MARK 3010, MNGT 3051
				Elective	**Marketing (3000-4000 level) ***	3	MARK 3010
	Total	**12**			**Total**	**15**	

MARK 3455, Professional Selling, and MARK 4800, a Special Topics in Marketing, courses will be offered in the Summer and available to take between your Spring Junior term and Fall Senior term semesters. These two classes will count towards required electives.

Courses with (F) designates fall only courses, (S) designates spring only, (CO:) designates co-requisite.

*It is required that students pass these courses with a "C" or higher in order to be successful in this program. Please note this includes ALL 3000-4000 level business courses.

+Momentum Year courses for Wright School of Business

The Program Pathway is not a contract, neither expressed or implied, between the student and Dalton State College, but represents a flexible program of the current catalog's curriculum which may be altered at any time to () the academic objectives of the College.