



Double Owl Pathway of Study

**KENNESAW STATE
UNIVERSITY**

Undergraduate Program Name: Marketing, BBA

Graduate Program Name: Business Administration, MBA

Course Pairs:

Double Owl Scholars will NOT take the following Marketing, BBA courses:	In their place, Double Owl Scholars will take the following MBA courses:
MKTG 4490	MKTG 7030
MGT 4490	MGT 7050
MKTG 4820	MKTG 7730

Year 1 - Fall (credits)	Credits	Year 1 - Spring (credits)	Credits
ENGL 1101	3	ENGL 1102	3
MATH 111	3	BLAW 2200	3
ECON 1000	2	ACCT 2101	3
Area D2 Science Process w/lab	4	ECON 2105	3
Area B2: Cultural Perspectives	3	Area D1: Applied Math Course	3
		BUSA 2150	0
TOTAL SEMESTER CREDITS	15	TOTAL SEMESTER CREDITS	15
Year 2 - Fall (credits)	Credits	Year 2 - Spring (credits)	Credits
ACCT 2102	3	ECON 2300	3
ECON 2106	3	MKTG 3100	3
IS 2200	3	Area C2: Arts & Culture of the World	3
Area C1: World Literature course	3	Area E3: World History course	3
Area D2: Science Process	3	Area E4: Social Science course	3
		BUSA 3150	0
TOTAL SEMESTER CREDITS	15	TOTAL SEMESTER CREDITS	15
Year 3 - Fall (credits)	Credits	Year 3 - Spring (credits)	Credits
MKTG 3150	3	MGT 3200	3
MGT 3100	3	ECON 3300	3
FIN 3100	3	MKTG 3410	3
IS 3100	3	MKTG 4100	3
Area E2: U.S. History course	3	POLS 1101	3
		BUSA 4150	0
TOTAL SEMESTER CREDITS	15	TOTAL SEMESTER CREDITS	15
Year 4 - Fall (credits)	Credits	Year 4 - Spring (credits)	Credits

MGT 4199	3	MKTG 4990	3
MKTG Major Elective	3	MKTG Major Elective	3
MKTG Major Elective	3	Business Elective	3
MKTG 7030	3	Business Elective	3
MKTG 7730	3	MGT 7050	3
TOTAL SEMESTER CREDITS	15	TOTAL SEMESTER CREDITS	15
Year 5 - Fall (credits)	Credits	Year 5 - Spring (credits)	Credits
ACCT 7000	3	FIN 7020	3
ECON 7010	3	MGT 7040	3
IS 7090	3	Graduate Elective	3
TOTAL SEMESTER CREDITS	9	TOTAL SEMESTER CREDITS	9
Year 6 - Fall (credits)	Credits	Year 6 - Spring (credits)	Credits
MGT 7999	3		
Graduate Elective	3		
Graduate Elective	3		
TOTAL SEMESTER CREDITS	9	TOTAL SEMESTER CREDITS	0

DOUBLE PROGRAM
TOTAL: (120 + 27)=147