



ACADEMIC MAP TO BS IN BUSINESS ADMINISTRATION - MARKETING CONCENTRATION

2026-2027



NORTHWESTERN STATE
UNIVERSITY OF LOUISIANA

www.nsula.edu/business

START HERE

YEAR 1	SEMESTER 1	Milestones	Grade	Credits	Minimum Grade
	BUAD 1800 – Intro to Information Technology	🚩		3	
	COMM 1010 – Oral Communication or COMM 2500 – Interpersonal Communication			3	
	ENGL1010 – Composition & Rhetoric I	🚩		3	C
	FA 1040 – Exploring the Arts			3	
	MATH 1020 – College Algebra	🚩		3	
	UNIV 1000 – The University Experience			1	

Semester Credits _____

SEMESTER 2	Milestones	Grade	Credits	Minimum Grade
CIS 2000 – Spreadsheet Applications	🚩		3	
ENGL1020 – Composition and Rhetoric II	🚩		3	C
MATH 1060 – Finite Mathematics	🚩		3	
PSYC 1010 – General Psychology			3	
Academic or Business Elective			3	

Semester Credits _____

Total Credits _____

YEAR 2	SEMESTER 1	Milestones	Grade	Credits	Minimum Grade
	ACCT 2000 – Financial Accounting	🚩		3	
	BUAD 2200 – Business Reports and Communication	🚩		3	
	ECON 2000 – Principles of Macroeconomics	🚩		3	
	ENGL 2110 – Introduction to Literature			3	
	FIN 2150 – Personal Finance			3	

Semester Credits _____

Total Credits _____

Apply for internships.

SEMESTER 2	Milestones	Grade	Credits	Minimum Grade
ACCT 2010 – Managerial Accounting	🚩		3	
BLAW 2250 – Business Law I			3	
BUAD 2120 – Basic Business Statistics	🚩		3	
ECON 2010 – Principles of Microeconomics			3	
MGT 3220 – Organization and Management	🚩		3	

Semester Credits _____

Total Credits _____

Apply for internships.

YEAR 3	SEMESTER 1	Milestones	Grade	Credits	Minimum Grade
	CIS 3100 – Information Systems and Technology in Business			3	
	FIN 3090 – Business Finance	🚩		3	
	MGT 3580 – Operations Management	🚩		3	
	MKTG 3230 – Principles of Marketing	👍	🚩	3	
Academic or Business Elective					

Semester Credits _____

Total Credits _____

Apply for internships.

SEMESTER 2	Milestones	Grade	Credits	Minimum Grade
BUAD 3270 – International Business			3	
BUAD 4910, MKTG 3820, MKTG 3900, MKTG 4440, MKTG 4460, or MKTG 4500			3	
FIN 4200 – Financial Policies & Practices			3	
HIST 1010, 1020, 2010, or 2020			3	
SCI 1010 – Basic Concepts of Physical Science I			3	

Semester Credits _____

Total Credits _____

Apply for internships.

YEAR 4	SEMESTER 1	Milestones	Grade	Credits	Minimum Grade
	MGT 4300 – Strategic Management and Policy	🚩		3	
	BUAD 4910, MKTG 3300, MKTG 4200, MKTG 4370, MKTG 4450, or MKTG 4600			3	
	BUAD 4910, MKTG 3300, MKTG 4200, MKTG 4370, MKTG 4450, or MKTG 4600			3	
	BUAD 4910, MKTG 3300, MKTG 4200, MKTG 4370, MKTG 4450, or MKTG 4600			3	
	SCI 1020 - Basic Concepts of Biological Science I			3	

Semester Credits _____

Total Credits _____

SEMESTER 2	Milestones	Grade	Credits	Minimum Grade
BUAD 4900 – Senior Seminar	👍		2	
BUAD 4910, MKTG 3820, MKTG 3900, MKTG 4440, MKTG 4460, or MKTG 4500			3	
BUAD 4910, MKTG 3820, MKTG 3900, MKTG 4440, MKTG 4460, or MKTG 4500			3	
MGT 4320 – Advanced Management			3	
SCI 2010 – Basic Concepts of Physical Science II or SCI 2020 – Basic Concepts of Biological Science II			3	

Semester Credits _____

Total Credits **120**

ADDITIONAL GRADUATION REQUIREMENT:

- 50% of the School of Business classes must be completed at Northwestern State University. Grades of "CR" do not count towards the 50%.

Must maintain a 2.0 GPA within Major and Concentration to graduate.

YOU'VE FINISHED!

- MILESTONE - prerequisite for a business class
- Concentration Elective
- Concentration Requirement
- Academic Elective



GRADUATION REQUIREMENTS

Major Requirements = 71 | University Core/Support = 49 | Total Credits = 120

Courses taken outside of a student's degree program are not eligible for Title IV federal financial aid (grants and loans). However, elective courses are eligible for Title IV aid if they are required and included in the student's program of study. Once a student has completed all required elective credits, any additional elective courses taken beyond the program's requirements will not be eligible for Title IV funding.

START HERE

YEAR 1	SEMESTER 1	Milestones	Grade	Credits	Minimum Grade

Semester Credits _____

SEMESTER 2	Milestones	Grade	Credits	Minimum Grade

Semester Credits _____

Total Credits _____

YEAR 2	SEMESTER 1	Milestones	Grade	Credits	Minimum Grade

Semester Credits _____

Total Credits _____

SEMESTER 2	Milestones	Grade	Credits	Minimum Grade

Semester Credits _____

Total Credits _____

YEAR 3	SEMESTER 1	Milestones	Grade	Credits	Minimum Grade

Semester Credits _____

Total Credits _____

SEMESTER 2	Milestones	Grade	Credits	Minimum Grade

Semester Credits _____

Total Credits _____

YEAR 4	SEMESTER 1	Milestones	Grade	Credits	Minimum Grade

Semester Credits _____

Total Credits _____

SEMESTER 2	Milestones	Grade	Credits	Minimum Grade

Semester Credits _____

Total Credits _____

YOU'VE FINISHED!



MILESTONE



Major Electives



Academic Electives



GRADUATION REQUIREMENTS

Major Requirements = _____ | University Core/Support = _____ | Total Credits = _____

Courses taken outside of a student's degree program are not eligible for Title IV federal financial aid (grants and loans). However, elective courses are eligible for Title IV aid if they are required and included in the student's program of study. Once a student has completed all required elective credits, any additional elective courses taken beyond the program's requirements will not be eligible for Title IV funding.