



While this degree plan is intended to provide you with accurate information, the final responsibility for knowing and completing degree requirements is your responsibility. Course offerings and enrollment restrictions should be confirmed with your Degree Audit Report (DARS) and the Course Explorer. It is strongly recommended that you meet with your Academic Advisor at least once per semester.

Get Started

Student Name:

Email:

UIN:

Advisor Name:

Email:

University General education

- Composition I
Advanced Composition\*
Language Other Than English (LOTE)
Humanities - Literature & the Arts or Hist & Phil Perspectives
Humanities - Literature & the Arts or Hist & Phil Perspectives
Western Cultures
Non-western
U.S. Minority Cultures
Natural Science & Technology
Natural Science & Technology
Social & Behavioral Science Completed w/Econ 102 & 103
Social & Behavioral Science Completed w/Econ 102 & 103
\*BTW 250 is recommended for Advanced Composition to fulfill IL CPA requirements

Business Core Requirements

- BUS 101 First semester Fr, ICT, & OCT; Fall only
BUS 201 Soph standing; BUS 101
BUS 301 Jnr standing; BUS 201
BUS 401 Snr standing; BUS 301
Business Core Math: Stat 100, Math 115, 220, 221, or 234
CMN 101 or CMN 111/112
CS 105 MATH 112
ECON 102
ECON 103
ACCY 201 ECON 102 or 103
ACCY 202 ACCY 201
FIN 221 ECON 102 or ECON 103
BADM 210 Soph standing
BADM 211 BADM 210 and CS 105 Soph standing
BADM 275 Soph standing
BADM 310 Soph standing
BADM 320 Soph standing
BADM 300 Jnr standing
BADM 449 Snr standing

Marketing Major Core (3) and Electives (6 total)

Major Core

Major Electives- Select 6

- BADM 322 Marketing Research BADM 320
BADM 325 Consumer Behavior BADM 320
BADM 420 Advanced Marketing Management BADM 320
BADM 311 Leading Individuals and Teams BADM 310
BADM 312 Designing and Managing Orgs BADM 310
BADM 321 Principles of Retailing BADM 320
BADM 323 Marketing Communications BADM 320
BADM 324 Purchasing & Supply Management BADM 320
BADM 326 Pricing Policies BADM 320
BADM 327 Marketing to Business and Govt BADM 320
BADM 328 Business-to-Business Selling
BADM 329 New Product Development BADM 320
BADM 330 Brand Management
BADM 331 Making Things Spring only
BADM 351 E-Business Management
BADM 360 Digital Marketing
BADM 361 Marketing Analytics
BADM 362 Introduction to Consumer Analytics
BADM 364 Social Media Marketing and Content Creation
BADM 365 New Product Marketing
BADM 374 Management Decision Models BADM 210
BADM 378 Logistics Management
BADM 382 International Marketing BADM 320

Sample Schedule

First Semester

BUS 101
ECON 102 or ECON 103
Composition 1 or CMN 101
CS105, BUS Core Math, or Gen Ed
LOTE, or Gen Ed

Second Semester

LOTE or Gen Ed
ECON 102 or ECON 103
Composition 1 or CMN 101
CS 105, BUS Core Math, or Gen Ed
FIN 221, ACCY 201, or Gen Ed

Third Semester

BUS 201 or Gen Ed
ACCY 201 or ACCY 202
Select 2-3 BUS Core of interest: BADM 210\*, BADM 320 or FIN 221
Gen Ed, LOTE, Minor, or Major

Fourth Semester

BUS 201 or Gen Ed
ACCY 201 or ACCY 202
Select 2-3 BUS Core of interest: BADM 210\*, BADM BUS Core, or FIN 221
Gen Ed, LOTE, Minor, or Major

Fifth Semester

BUS 301 or Gen Ed
Select 2-3 BUS Core of Interest: BADM 210\*, BADM BUS Core, or FIN 221
BADM 322 or BADM 325
Marketing Elective Course

Sixth Semester

BUS 301 or Gen Ed
Select 2-3 BUS Core of Interest: BADM 210\*, BADM BUS Core, or FIN 221
BADM 322 or BADM 325
Marketing Elective Course

Seventh Semester

BUS 401 or BADM 449
Advanced Composition
BADM 420
Gen Ed or Elective
Marketing Elective Course

Eighth Semester

BUS 401 or BADM 449
Gen Ed or Elective
Marketing Elective Course
Marketing Elective Course
Marketing Elective Course

Helpful Links

- Gies Groups
Study Abroad
Self-Service
UIUC DARS
Course Explorer
Registrar
Office of Professional Development

BADM 210\* can be taken in fall or spring semesters. Students will take BADM 211 after successful completion of BADM 210. Double majors with BADM require at least 12 hours of unique and advanced coursework. Students may declare and have registration priority for two majors.



Suggested Courses based on career path

Branding & Consulting

- BADM 321
- BADM 323
- BADM 324
- BADM 330

Digital & Social Media Marketing

- BADM 321    BADM 361
- BADM 330    BADM 362
- BADM 351    BADM 364
- BADM 360

Pricing & Data Analytics

- BADM 322    BADM 361
- BADM 326    BADM 362
- BADM 351

Product Innovation & Design

- BADM 329    BADM 364
- BADM 330    BADM 360
- BADM 331

Sales

- BADM 321    BADM 330
- BADM 323
- BADM 327
- BADM 328

Progress to Graduation

DARS- Completed & In Progress

DARS- Needs

Courses Remaining

Elective Hours Remaining

Average Credit Hours/Semester

Course Recommendations

Course Suggestions	Credits	Message

Course Planning

Freshman		Sophomore		
Spring	Summer	Fall	Spring	Summer
Credit Hours:		Credit Hours:	Credit Hours:	
Junior		Senior		
Fall	Spring	Summer	Fall	Spring
Credit Hours:	Credit Hours:		Credit Hours:	Credit Hours:

Additional Notes

Blank area for additional notes.