

Data Analytics - 4 Year Degree Plan

2026-2027

Lamar University's **Bachelor of Applied Arts and Sciences in Marketing** is an **ONLINE** program that provides a path for students with an AAS in a business-related field to complete a bachelor's degree. This program is designed for you if you are looking to gain strong analytical and problem-solving skills. You will learn how to apply data-driven strategies in various fields (business, healthcare and technology), and how to collect, analyze and interpret datasets using powerful tools and techniques. You will also develop critical thinking and communication skills. – Contact UAC at advising@lamar.edu, 409-880-8822, lamar.edu/findadvisor

NOTE: Degree plans may change over a four-year period. This may not be the most current list of course requirements for your program. It is always advised that you check Degree Audit in Banner Self-Serv or your advisor for the most up-to-date degree requirements and to track your progress toward a degree.

FIRST YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	ENGL 1301	Composition I	3	___	ENGL 1302	Composition II	3	___
	Creative Arts Core		3	___	American History Core		3	___
	American History Core		3	___	POLS 2301	Intro to American Government I	3	___
	MATH 1342	Elementary Statistical Methods	3	___	Life and Physical Sciences Core		3	___
	Elective		3	___	Elective		3	___
	Hours		15	___	Hours		15	___

SECOND YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	POLS 2302	Intro/American Government II	3	___	Social and Behavioral Sciences Core		3	___
	Language, Philosophy and Culture Core		3	___	Component Area Option Core		3	___
	Elective		3	___	Elective		3	___
	Component Area Option		3	___	Elective		3	___
	Life and Physical Science Core		3	___	Elective		3	___
Hours		15	___	Hours		15	___	

THIRD YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	MGMT 3310	Principals of Mgmt/Org Behavior	3	___	Elective		3	___
	Elective		3	___	MGMT 3330	Human Resource Mgmt	3	___
	AASC 3301	Leadership/Communication Strat	3	___	MGMT 3350	International Business	3	___
	Elective		3	___	Elective		3	___
	COMM 3340	Interviewing	3	___	BCOM 3350	Business Communications	3	___
Hours		15	___	Hours		15	___	

FOURTH YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	AASC 4301	Personal Productivity	3	___	MGMT 4330	Compensation Management	3	___
	MGMT 4320	Advanced Organizational Behavior	3	___	MGMT 4350	Issues in Human Resource Management	3	___
	BULW 3320	Employment Law	3	___	Electives		3	___
	Electives		3	___	Electives		3	___
	MISY 3321	Spreadsheets for Bus Analytics	3	___	Electives		3	___
Hours		15	___	Hours		15	___	