

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MARKETING CONCENTRATION

GENERAL EDUCATION REQUIREMENTS

Competencies

| | |
|--------------------------|-------------------------|
| <input type="checkbox"/> | ◆ Basic College Math |
| <input type="checkbox"/> | ◆ Reading Comprehension |

◆ General Education Categories (34-35 credits total)

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|------|------------------------------------|-----------------|--|-----|
| ◆FYS | First Year Seminar | | | 3 |
| ◆W-I | Written Communication - Level I | | | 3 |
| ◆OC | Oral Communication | | | 3 |
| PGR | Personal Growth & Responsibility | | | 3 |
| CEA | Creative Expression & Appreciation | | | 3 |
| WC | World Cultures | | | 3 |
| HP | The Human Past | | | 3 |
| CS | Contemporary Society | | | 3 |
| SR | Scientific Reasoning: | # Any SR course | | 3-4 |
| | | # SR Lab course | | 4 |
| QR | Quantitative Reasoning | | | 3 |

‡ Written Communication (Level II and Level III) and Diversity, Power Dynamics and Social Justice

| | | | | |
|-------|--|--|--|--------------------------|
| W-II | Written Communication - Level II | | | <input type="checkbox"/> |
| W-III | Written Communication - Level III | | | <input type="checkbox"/> |
| DPDS | Diversity, Power Dynamics and Social Justice | | | <input type="checkbox"/> |

+ Free Electives (16 credits minimum)

May be necessary to take additional credits to attain the minimum 120 credits required for graduation depending on choices made for general education or minor selection.

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Minor (Optional):

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COURSES IN MAJOR (54 credits total)

Major Core Courses (33 credits)

| | | | |
|-----|------|-----------------------------------|---|
| BUS | 170 | Intro to Business | 3 |
| ACC | 106 | Financial Accounting | 3 |
| ACC | 202 | Managerial Accounting | 3 |
| MGT | 332 | Organizational Behavior | 3 |
| MKT | 241N | Principles of Marketing | 3 |
| BUS | 252 | Business Law I | 3 |
| FIN | 301 | Principles of Finance | 3 |
| MIS | 201 | Intro to Information Systems | 3 |
| ODS | 262 | Quantitative Analysis | 3 |
| ODS | 333 | Operations & Logistics Management | 3 |
| BUS | 470 | Business Policy & Strategy | 3 |

Major Concentration Courses (21 credits)

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|-----|------|--------------------------|---|
| MKT | 342 | Consumer Behavior | 3 |
| MKT | 444N | Marketing Mgt & Strategy | 3 |
| MKT | 445 | International Marketing | 3 |
| MKT | 543 | Marketing Research | 3 |

Choose three Concentration Electives:

| | | | |
|------|------|---|---|
| ECO | 301 | Intermediate Macroeconomics | 3 |
| MKT | 305 | Marketing of Services | 3 |
| MKT | 320 | Hospitality Marketing and Sales | 3 |
| MKT | 343 | Advertising | 3 |
| MKT | 344 | Retailing | 3 |
| MKT | 345 | Sales Management | 3 |
| MKT | 347 | Guerrilla Marketing | 3 |
| MKT | 351N | Business Marketing | 3 |
| MKT | 346 | Sports Marketing | 3 |
| MKT | 360 | Nonprofit Marketing | 3 |
| MKT | 365 | Professional Services Marketing | 3 |
| MKT | 388 | Digital Marketing Strategy and Practice | 3 |
| MKT | 466 | Special Topics in Marketing | 3 |
| †MKT | 485 | Internship in Marketing | 3 |
| ODS | 467 | Forecasting and Predictive Analytics | 3 |

▼ Required Support Courses (15 credits total)

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|-----|-----|-------------------------------------|---|
| ECO | 201 | Principles of Macroeconomics | 3 |
| ECO | 202 | Principles of Microeconomics | 3 |
| ITC | 117 | Computing for the Professions OR | 3 |
| ITC | 241 | Spreadsheets for the Professions | 3 |
| MAT | 128 | Quant. Methods for Bus. and Fin. | 3 |
| SOC | 110 | Intro to Sociology | 3 |

▼ Students may choose to use support courses to satisfy general education categories, but may not be required to do so. **Note:** If a course is used to satisfy two or more requirements (for example, a support course and Scientific Reasoning requirement), the credits are counted in only one place. Using a course to satisfy more than one requirement does **not** reduce the credit total required for graduation.

- ◆ Courses used to satisfy the general education requirements of the university must be taken from a minimum of six different academic disciplines. First Year Seminar and Level I Written Communications courses are exempt from this restriction. Courses may not be used to fulfill both major discipline and general education requirements.
- # These Scientific Reasoning General Education Category courses do not have to be a sequence or be from the same discipline.
- ‡ Level II, Level III Written Communications and Diversity, Power Dynamics and Social Justice Courses may be used to satisfy requirements anywhere else in a student's program of study where they may apply. The credits are counted only in one area.
- † Students wishing to register for MKT 485 must obtain permission of Department Chairperson in terms of course requirements and amount of credit hours to be granted.

◆ COMPETENCIES - TO BE COMPLETED WITHIN THE FIRST 30 CREDITS

◆ GENERAL EDUCATION CATEGORIES - TO BE COMPLETED WITHIN THE FIRST 30 CREDITS

Exceptions in the timing of courses will be made for transfer students

Total credits for graduation: 120

Effective: 9/2019