

## 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)

◆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.


#### Minor (Optional):


### 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)

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)

ECO	201	Principles of Macroeconomics	3	
ECO	202	Principles of Microeconomics	3	
ITC	117	Computing for the Professions	3	
ITC	241	Spreadsheets for the Professions		
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: 9/2021**