

BACHELOR OF SCIENCE IN  
BUSINESS ADMINISTRATION



MAJOR - **MARKETING** (63 CREDITS)

**I. BUSINESS "CORE" COURSES: (21 SH)**

The following courses are required:

			GR	SH
ECO	011	Prin. of Macroeconomics		3
ECO	012	Prin. of Microeconomics		3
ACC	121	Financial Accounting		3
ACC	122	Managerial Accounting**		3
BUS	120	Business Statistics***		3
BUS	131	Business Law I		3
BUS	171	Bus. Info Systems		3

**II. BUSINESS "COMMON" COURSES: (12 SH)**

			GR	SH
MKT	210	Prin. of Marketing**		3
MGM	210	Prin. of Management**		3
FIN	350	Financial Management**		3
MKT	380†	Senior Seminar in MKT**		3

† MKT 380 is a graduation requirement for all students in the BSBA, Marketing major.

**NOTES:**

\*To begin upper division (300 level) study in Business Administration, students must complete all seven lower business core courses. They must obtain at least a 2.00 average in the seven core courses, and a 2.00 average in all courses taken at the University.

\*\*Prerequisites must be satisfied (check catalog for prerequisites)

\*\*\*Prerequisite: Minimum grade of C in Math 105 or C in a higher level math course.

Effective: Fall 2007  
Program Code: 41042  
Version: 20083  
Checksheet Reviewed: July 2009

Reviewed by:

*William A. Dempsey*  
Dr. William Dempsey  
Dean/College of Business

**III. MAJOR PROGRAM: (30 SH)**

*MKT 210 is a pre-requisite for all upper level Marketing courses*

**A. REQUIRED COURSES: (6 SH)**

			GR	SH
MKT	320	Marketing MGM**		3
MKT	360	Marketing Research**		3

**B. RESTRICTED ELECTIVES: (15 SH)**

Select **ONE** of the following courses (3 SH):

			GR	SH
MKT	330	Personal Selling**		3
MKT	350	Advertising Management**		3

Select **FOUR** of the following courses (12 SH):

- MKT 312 Consumer Behavior\*\*
- MKT 315 MKT Ethics in Society\*\*
- MKT 325 Sports Marketing\*\*
- MKT 330 Personal Selling\*\*
- MKT 332 Sales Management\*\*
- MKT 333 Marketing the Attractions Industry\*\*
- MKT 340 Retail Management\*\*
- MKT 347 New Product Management\*\*
- MKT 350 Advertising Management\*\*
- MKT 351 Media Concepts & Planning \*\*
- MKT 355 Services Marketing\*\*
- MKT 357 Advertising Campaigns\*\*
- MKT 361 Principles of Business Logistics\*\*
- MKT 362 E-Commerce Marketing\*\*
- MKT 370 International Marketing\*\*
- MKT 371 Selected Topics in MKT \*\*
- MKT 375 Export Marketing \*\*
- MKT 379 Independent Study in MKT\*\*
- MKT 411 MKT Communications MGM\*\*
- MKT 412 Business-to-Business MKT Practices\*\*
- MKT 415 Problem Solving in Marketing\*\*

			GR	SH
				3
				3
				3
				3

**C. BUSINESS ELECTIVES: (9 SH)**

Select from courses with either ACC, BUS, ECO, FIN, MGM, MKT prefix (EXCLUDES BUS 001).

			GR	SH
				3
				3
				3

## Applicable Courses in General Education for BSBA: Core, Accounting, Management & Marketing (57 credits)

### 1. BASIC REQUIREMENTS: 9/10 s.h.

GR	SH
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#### A. Composition: 3/3

ENG 023-025, 230

ENG				3
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#### B. Oral Communication: 3/3

SPE	010	Fund. of Speech		3
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#### C. Health: 2/3

HPD 110, 115-116, 120

				2-3
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#### D. Physical Education or Dance: 1/1\*

HPD 011-095, 170. DAN 022, 033, 044, 122, 133, 144, 222-224, 227-229, 233-235, 244-246 (1 credit courses).

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### 2. HUMANITIES: 12/12 s.h.

GR	SH
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#### A. Literature: 3/3

Select any course with the following prefix: ENG or FRE 138 (excluding: ENG 021-025, 230, 245, 300, 315, 334, 370-371, 380)

				3
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#### B. Music, Speech or Theatre: 3/3

MUS 010, 100-102, 104, 128, 180, 201-202, 204-205, 207, 210-212, 215, 217, 219-220, 225, 280, 291, 310, 320, 325, 327, 330, 379 or select any course with the following prefixes: SPE - THE (excluding: SPE 380, 390; THE 140, 240, 250, 380, 390)

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#### C. Art History or Philosophy: 3/3

ART 010, 015; RAR 105, 342 or select any course with the following prefixes: ARH - PHI (excluding: ARH 380; PHI 380).

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#### D. Humanities Electives: 3/3\*\*

ART 010, 015, HUM 211, 8XX; MUS 010, 020, 100-102, 104, 128, 180, 201-202, 204-205, 207, 209-212, 215, 217, 219-220, 225, 280, 291, 310, 320, 325, 327, 330, 379; RAR 015, 105, 342 or select any course with the following prefixes: ARH - CDH - ENG - FRE - GER - MLS - PHI - SPA - SPE - THE - WRI (excluding: ARH 380; ENG 021-025, 230, 245, 300, 315, 334, 370-371, 380; FRE 380; MLS 380; PHI 380; SPA 380; SPE 380, 390; THE 140, 240, 250, 380, 390).

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\*\* The following courses are usable as Humanities Electives in Category 2: DAN 110, 122, 133, 144, 210, 222-224, 241-242, 244-246, 268-269, 275, 310, 370, and PED 153 (1 credit courses).

### 3. SOCIAL SCIENCES: 12/12 s.h.

GR	SH
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#### A. History or Political Science: 3/3

Select any course with the following prefixes: HIS - POL (excluding: HIS 379, 380, 390; POL 380, 390)

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#### B. Anthropology, Psychology or Sociology: 3/3

Select any course with the following prefixes: ANT - PSY - SOC (excluding: ANT 380, 390, 391; PSY 362, 380; SOC 380, 390)

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#### C. Economics or Geography: 3/3

Select any course with the ECO (excluding ECO 011, 012, 380) or GEG prefix (excluding: GEG 040, 204, 274, 322, 324, 326, 328, 380, 394)

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#### D. Social Science Elective: 3/3

Select any course with the following prefixes: ANT - GEG - HIS - INT - POL - PSY - SOC - SSE 8XX (excluding: ANT 380, 390, 391; GEG 040, 204, 274, 322, 324, 326, 328, 380, 394; HIS 380, 390; POL 380, 390; PSY 362, 380; SOC 380, 390)

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NOTE: Social Work and Criminal Justice courses with the double prefixes SWK/SOC, CRJ/SOC, and CRJ/POL are usable in this category as a Sociology or Political Science course.

### 4. NATURAL SCIENCES & MATHEMATICS: 12/14 s.h.

GR	SH
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#### A. Mathematics: 3/3

MAT 121 or higher

				3
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#### B. Biological Science with Laboratory: 3/4

BIO 010-120; 150; 210-360

BIO				3
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#### C. Physical Science with Laboratory: 3/4

AST 020, 040, 140-350; CHM 020, 100-322, 330, 340-346; GEG 204, 324; GEL 020-370; MAR 110-280, 320-360, 366; PHY 020-102, 220-230

				3
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#### D. Natural Science or Math Elective: 3/3

AST 020-350; BIO 010-374; CHM 020-370; ENV 100; GEG 040, 204, 274, 322, 324, 326, 328; GEL 001-370; MAR 110-370; MAT 017-370; NSB 8XX; PHY 020-370 (not MAT 003)

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### 5. ELECTIVES : 12/12

	GR	SH
		3
		3
		3
		3

Select any courses offered or accepted by the University that count toward graduation.