

BACHELOR OF SCIENCE IN
BUSINESS ADMINISTRATION



MAJOR - MARKETING (63 CREDITS)

IMPORTANT:

To begin upper division (300 level) study in Business Administration, students must complete ECO 011, ECO 012, ACC 121, ACC 122, BUS 120, BUS 131 and BUS 171. They must obtain at least a 2.00 average in all seven core courses, and a 2.00 average in all courses taken at the University.

I. BUSINESS "CORE" COURSES: (15 SH)

The following courses are required:

			GR	SH
ACC	121	Financial Accounting		3
ACC	122	Managerial Accounting ¹		3
BUS	120	Business Statistics ^{1,2}		3
BUS	131	Business Law I		3
BUS	171	Bus. Info Systems		3

II. BUSINESS "COMMON" COURSES: (15 SH)

			GR	SH
MKT	210	Prin. of Marketing ¹		3
MGM	210	Prin. of Management ¹		3
FIN	350	Financial Management ¹		3
MGM	351	Operations Management ¹		3
MGM	399	Bus Strategy & Policy ^{1,3}		3

NOTES:

¹Prerequisites must be satisfied (check catalog for prerequisites)

²Prerequisite: Minimum grade of C in Math 105 or a C in a higher level math course.

³MGM 399 should be taken during the student's last semester.

Effective: Fall 2010

Program Code: 41042

Version: 20113

Check sheet Reviewed: September, 2010 & updated March 3, 2011

Reviewed by:

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

III. MAJOR PROGRAM: (33 SH)

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

A. REQUIRED COURSES: (9 SH)

			GR	SH
MKT	320	Marketing MGM ¹		3
MKT	360	Marketing Research ¹		3
**MKT	380	Senior Seminar in MKT ^{1,††}		3

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

B. RESTRICTED ELECTIVES: (15 SH)

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

			GR	SH
MKT	330	Personal Selling ¹		3
MKT	350	Advertising Management ¹		3

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

- MKT 312 Consumer Behavior¹
- MKT 315 MKT Ethics in Society¹
- **MKT 325 Sports Marketing¹
- MKT 330 Personal Selling¹
- **MKT 332 Sales Management¹
- **MKT 333 Marketing the Attractions Industry¹
- MKT 340 Retail Management¹
- MKT 347 New Product Management¹
- MKT 350 Advertising Management¹
- MKT 351 Media Concepts & Planning¹
- **MKT 355 Services Marketing¹
- MKT 357 Advertising Campaigns¹
- MKT 361 Principles of Business Logistics¹
- MKT 362 E-Commerce Marketing¹
- MKT 370 International Marketing¹
- MKT 371 Selected Topics in MKT¹
- **MKT 375 Export Marketing¹
- MKT 379 Independent Study in MKT¹

			GR	SH
				3
				3
				3
				3

**Courses that are starred are no longer available effective Fall 2011

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: Accounting, Management, Marketing (57 credits)**

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

GR	SH
----	----

A. Composition: 3/3

ENG 023-025, 230

ENG				3
-----	--	--	--	---

B. Oral Communication: 3/3

SPE	010	Fund. of Speech		3
-----	-----	-----------------	--	---

C. Health: 2/3

HPD 110, 115-116, 120

				2-3
--	--	--	--	-----

D. Physical Education or Dance: 1/1

HPD 011-095. DAN 022, 033, 044, 122, 133, 144, 222-224, 227-229, 233-235, 244-246.

				1
--	--	--	--	---

2. HUMANITIES: 12/12 s.h.

GR	SH
----	----

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
--	--	--	--	---

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, 310-312, 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)

				3
--	--	--	--	---

C. Art History or Philosophy: 3/3

ART 010, 015; RAR 105, 342; ARC/PAG 311, or select any course with the following prefixes: ARH – PHI (excluding: ARH 380; PHI 380).

				3
--	--	--	--	---

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, 310-312, 320, 325, 327, 330, 379; RAR 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).

				3
--	--	--	--	---

3. SOCIAL SCIENCES: 15/15 s.h.

GR	SH
----	----

A. History or Political Science: 3/3

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

				3
--	--	--	--	---

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)

				3
--	--	--	--	---

C. Geography: 3/3

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

				3
--	--	--	--	---

D. Economics: 6/6

ECO 011 and 012 are part of the business core.

ECO	011	Prin of Macroeconomics		3
ECO	012	Prin of Microeconomics		3

**4. NATURAL SCIENCES &
MATHEMATICS: 9/10 s.h.**

GR	SH
----	----

A. Mathematics: 6/6

Students will take one of two math sequences depending upon placement. MAT 003 is a preparatory course and as such can only be used in General Education, Section 5: Electives

MAT	105			3
MAT	121			3

OR

MAT	121			3
MAT	122 or 140			3

B. Natural Science with Lab Requirement: 3/4

BIO 010-120, 150; 210-360; AST 020, 040, 140-350; CHM 020, 100-322, 330, 340-346; GEG 204, 324; GEL 020-370; MAR 050, 110-280, 320-360, 366; PHY 020-102, 220-230

				3-4
--	--	--	--	-----

5. ELECTIVES : 12/12

GR	SH
----	----

				3
				3
				3
				3

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