

Bachelor of Science in Business Administration
 Marketing Emphasis.....Major Code MM03

General Education CORE 42 Requirements 42* 33

UE 100 First Year Experience** 1

Business Core 39

ACCT 201 Principles of Financial Accounting3

ACCT 202 Principles of Managerial Accounting3

ECON 201 Principles of Economics-Macro*3

ECON 202 Principles of Economics-Micro*.....3

FIN 350 Financial Management.....3

GB 301 Legal Environment of Business I.....3

GB 320 Business Communication.....3

GB 321 Business Statistics I.....3

IB 310 International Business*3

MGMT 237 Using Information Systems3

MRKT 300 Principles of Marketing.....3

MGMT 350 Fundamentals of Organizational Management.....3

MGMT 452 Strategic Management***3

Marketing Emphasis..... 21

MRKT 401 Integrated Marketing Communications .3

MRKT 432 Consumer Behavior3

MRKT 470 Marketing Research.....3

MRKT 472 Marketing Strategy.....3

Choose three: (IB 400, MRKT 312, MRKT 321, MRKT 405) 9

Electives 26

Total 120

*ECON 201 and 202 satisfies 3 hours of CORE 42 area 1A. IB 310 satisfies CORE 42 area 5C.

**Degree Requirement H, may also be met by HNRS 101 (2 credit hours)

***MGMT 452 should be taken during the last semester of university work.

Updated 4/3/18 to reflect CORE 42