

Bachelor of Science in Business Administration 2023-24**Marketing Emphasis****Major Code MM03****CIP: 520101**

Cr Hrs

General Education CORE 42 Requirements 42*		33
Area 1A	Social & Behavioral Sciences (ECON 201/202)	
Area 1B	Civics Engagement	3
Area 2A	Written Communication	6
Area 2B	Oral Communication	3
Area 3A	Natural Science Non-Lab	3
Area 3B	Natural science With Lab	4
Area 4	Mathematics (MATH 125 recommended)	3
Area 5A	Humanities	6
Area 5B	Fine Arts	3
Area 5C	Global Competencies (IB 310)	
Area 5D	Health and Wellness	2
UE 100	University Experience**	1
Business Core*		39
ACCT 201	Principles of Financial Accounting	3
ACCT 202	Principles of Managerial Accounting	3
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 Systems	3
OR		
CIS 305	Microcomputer Applications (3)	
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 Behavior	3
MRKT 470	Marketing Research	3
MRKT 472	Marketing Strategy	3
Choose three: IB 400, MRKT 312, MRKT 321, MRKT 405		9
Electives		26
Total	Must include at 39 upper division (300-400) hrs	120

Majors in accounting must earn a grade of 'C' or above in all accounting courses in order to

*ECON 201 and 202 satisfies CORE 42 area 1A (6 hrs). IB 310 satisfies CORE 42 area 5C

MATH 125 recommended

**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.