## **Bachelor of Science in Business Administration 2023-24**

Marketing Emphasis Major Code MM03 CIP: 520101 Cr Hrs

Area 1A         Social & Behavioral Sciences (ECON 201/202)           Area 1B         Civics Engagement           Area 2A         Written Communication           Area 2B         Oral Communication           Area 3A         Natural Science Non-Lab           Area 3B         Natural Science With Lab           Area 4         Mathematics (MATH 125 recommended)           Area 5A         Humanities           Area 5B         Fine Arts           Area 5C         Global Competencies (IB 310)           Area 5D         Health and Wellness           UE 100         University Experience**           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 Statistics I         3           IB 310         International Business*         3           MGMT 237         Using Information Systems	CIP: 520101		Cr Hrs
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 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*         3         3           ACCT 201         Principles of Financial 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 Statistics I         3           IB 310         International Business*         3	General Educ	ation CORE 42 Requirements 42*	33
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           OR         3           CIS 305         Microcomputer Applications (3)           MRKT 300         Principles of Marketing         3           MGMT 350         Fundamentals of Organizational Management         3           MGMT 452         Strategic Management***         3           MRKT 401         Integrated Marketing Communications         3	Area 1A	Social & Behavioral Sciences (ECON 201/202)	
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           OR         3           CIS 305         Microcomputer Applications (3)           MRKT 300         Principles of Marketing         3           MGMT 350         Fundamentals of Organizational Management         3           MGMT 452         Strategic Management***         3           MRKT 401         Integrated Marketing Communications         3	Area 1B	Civics Engagement	3
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           OR         3           CIS 305         Microcomputer Applications (3)           MRKT 300         Principles of Marketing         3           MGMT 350         Fundamentals of Organizational Management         3           MGMT 452         Strategic Management***         3           MRKT 401         Integrated Marketing Communications         3	Area 2A	Written Communication	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           OR         3           CIS 305         Microcomputer Applications (3)           MRKT 300         Principles of Marketing         3           MGMT 350         Fundamentals of Organizational Management         3           MGMT 452         Strategic Management***         3           MRKT 401         Integrated Marketing Communications         3	Area 2B	Oral Communication	3
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           OR         3           CIS 305         Microcomputer Applications (3)           MRKT 300         Principles of Marketing         3           MGMT 350         Fundamentals of Organizational Management         3           MGMT 452         Strategic Management***         3           MRKT 401         Integrated Marketing Communications         3	Area 3A	Natural Science Non-Lab	3
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           OR         3           CIS 305         Microcomputer Applications (3)           MRKT 300         Principles of Marketing         3           MGMT 350         Fundamentals of Organizational Management         3           MGMT 452         Strategic Management***         3           MRKT 401         Integrated Marketing Communications         3	Area 3B	Natural science With Lab	4
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           OR         3           CIS 305         Microcomputer Applications (3)           MRKT 300         Principles of Marketing         3           MGMT 350         Fundamentals of Organizational Management         3           MGMT 452         Strategic Management***         3           MRKT 401         Integrated Marketing Communications         3	Area 4	Mathematics (MATH 125 recommended)	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           OR         3         3           CIS 305         Microcomputer Applications (3)         3           MRKT 300         Principles of Marketing         3           MGMT 452         Strategic Management***         3           MGMT 452         Strategic Management***         3           MRKT 401         Integrated Marketing Communications         3           MRKT 432         Consumer Behavior <th< td=""><td>Area 5A</td><td>Humanities</td><td>6</td></th<>	Area 5A	Humanities	6
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         3           CIS 305         Microcomputer Applications (3)           MRKT 300         Principles of Marketing         3           MGMT 452         Strategic Management***         3           MGMT 452         Strategic Management***         3           MRKT 401         Integrated Marketing Communications         3           MRKT 432         Consumer Behavior         3	Area 5B	Fine Arts	3
Business Core*  ACCT 201 Principles of Financial Accounting  ACCT 202 Principles of Managerial Accounting  ECON 201 Principles of Economics – Macro*  ECON 202 Principles of Economics – Micro*  3 ECON 202 Principles of Economics – Micro*  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  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  MRKT 401 Integrated Marketing Communications  3 MRKT 432 Consumer Behavior  3 MRKT 470 Marketing Research  3 MRKT 472 Marketing Strategy  Choose three: IB 400, MRKT 312, MRKT 321, MRKT 405  Electives	Area 5C	Global Competencies (IB 310)	
Business Core*  ACCT 201 Principles of Financial Accounting  ACCT 202 Principles of Managerial Accounting  ECON 201 Principles of Economics – Macro*  ECON 202 Principles of Economics – Micro*  3 ECON 202 Principles of Economics – Micro*  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  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  MRKT 401 Integrated Marketing Communications  3 MRKT 432 Consumer Behavior  3 MRKT 470 Marketing Research  3 MRKT 472 Marketing Strategy  Choose three: IB 400, MRKT 312, MRKT 321, MRKT 405  Electives			2
ACCT 201 Principles of Financial Accounting  ACCT 202 Principles of Managerial Accounting  ECON 201 Principles of Economics – Macro*  ECON 202 Principles of Economics – Micro*  3 ECON 202 Principles of Economics – Micro*  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  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  MRKT 401 Integrated Marketing Communications  3 MRKT 432 Consumer Behavior  3 MRKT 470 Marketing Research  3 MRKT 472 Marketing Strategy  Choose three: IB 400, MRKT 312, MRKT 321, MRKT 405  Electives	UE 100	University Experience**	
ACCT 202 Principles of Managerial Accounting  ECON 201 Principles of Economics – Macro*  ECON 202 Principles of Economics – Micro*  3 FIN 350 Financial Management  GB 301 Legal Environment of Business I  GB 320 Business Communication  GB 321 Business Statistics I  IB 310 International Business*  MGMT 237 Using Information Systems  OR  CIS 305 Microcomputer Applications (3)  MRKT 300 Principles of Marketing  MGMT 350 Fundamentals of Organizational Management  MGMT 452 Strategic Management***  Marketing Emphasis  MRKT 401 Integrated Marketing Communications  MRKT 432 Consumer Behavior  MRKT 470 Marketing Research  MRKT 470 Marketing Strategy  Choose three: IB 400, MRKT 312, MRKT 321, MRKT 405  Electives	<b>Business Cor</b>	<b>e</b> *	39
ACCT 202 Principles of Managerial Accounting 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 0R 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 Choose three: IB 400, MRKT 312, MRKT 321, MRKT 405 Electives	ACCT 201	Principles of Financial Accounting	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           MRKT 452         Strategic Management***         3           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	ACCT 202		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           MRKT 452         Strategic Management***         3           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	ECON 201	Principles of Economics – Macro*	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           MRKT 452         Strategic Management***         3           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	ECON 202	Principles of Economics – Micro*	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	FIN 350	Financial Management	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	GB 301	Legal Environment of Business I	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	GB 320	Business Communication	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		Business Statistics I	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		International Business*	3
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	MGMT 237	Using Information Systems	3
MRKT 300Principles of Marketing3MGMT 350Fundamentals of Organizational Management3MGMT 452Strategic Management***3Marketing Emphasis21MRKT 401Integrated Marketing Communications3MRKT 432Consumer Behavior3MRKT 470Marketing Research3MRKT 472Marketing Strategy3Choose three: IB 400, MRKT 312, MRKT 321, MRKT 4059Electives26			
MGMT 452Strategic Management***3Marketing Emphasis21MRKT 401Integrated Marketing Communications3MRKT 432Consumer Behavior3MRKT 470Marketing Research3MRKT 472Marketing Strategy3Choose three: IB 400, MRKT 312, MRKT 321, MRKT 4059Electives26			
MGMT 452Strategic Management***3Marketing Emphasis21MRKT 401Integrated Marketing Communications3MRKT 432Consumer Behavior3MRKT 470Marketing Research3MRKT 472Marketing Strategy3Choose three: IB 400, MRKT 312, MRKT 321, MRKT 4059Electives26	MRKT 300		3
Marketing Emphasis21MRKT 401Integrated Marketing Communications3MRKT 432Consumer Behavior3MRKT 470Marketing Research3MRKT 472Marketing Strategy3Choose three: IB 400, MRKT 312, MRKT 321, MRKT 4059Electives26	MGMT 350	Fundamentals of Organizational Management	3
MRKT 401Integrated Marketing Communications3MRKT 432Consumer Behavior3MRKT 470Marketing Research3MRKT 472Marketing Strategy3Choose three: IB 400, MRKT 312, MRKT 321, MRKT 4059Electives26			
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	<u> </u>		
Choose three: IB 400, MRKT 312, MRKT 321, MRKT 405         9           Electives         26		Integrated Marketing Communications	3
Choose three: IB 400, MRKT 312, MRKT 321, MRKT 405         9           Electives         26	MRKT 432		3
Choose three: IB 400, MRKT 312, MRKT 321, MRKT 405         9           Electives         26	MRKT 470	Marketing Research	3
Electives 26			3
		IB 400, MRKT 312, MRKT 321, MRKT 405	9
Total Must include at 39 upper division (300-400) hrs 120			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

<sup>\*\*</sup>Degree Requirement H, may also be met by HNRS 101 (2 credit hours)

<sup>\*\*\*</sup>MGMT 452 should be taken during the last semester of university work.