

120 Department of Business

BACHELOR OF SCIENCE DEGREE BUSINESS ADMINISTRATION MARKETING

Students completing this degree gain a broad working knowledge and practical skills for future employment or study in the marketing occupations. These occupations include but are not limited to: promotion field (advertising and sales), marketing management, retail merchandise buyers or managers, market researchers, or global positions.

General Education Requirements 43 hours

Students in Business Administration must complete ECON 201 and MATH 102 as part of the General Education requirements.

Business Administration Core 33 hours

ACCT 231	Principles of Accounting I	3
ACCT 232	Principles of Accounting II	3
BUSN 100	Introduction to Business	3
BUSN 193	Applied Business Communications	3
BUSN 230	Quantitative Business Analysis I	3
BUSN 270	Business Law I	3
BUSN 330	Quantitative Business Analysis II	3
CSCI 101	Contemporary Computer Applications	
CSCI 260	Management Information Systems	3
ECON 201	Principles of Microeconomics	
ECON 202	Principles of Macroeconomics	3
MGMT 201	Principles of Management	3
MRKT 201	Principles of Marketing	3

Marketing Major 42 hours

BUSN 493	Strategic Management and Planning	3
ECON 420	The Financial System and Economy	3
FINC 321	Business Finance	3
MGMT 202	Small Business Management	3
MRKT 202	Principles of Retailing	3
MRKT 203	Introduction to Graphic Design	3
MRKT 377	Sales Management and Technology	3
MRKT 379	Advertising and Sales Promotion	3
MRKT 385	Global Marketing	3
MRKT 390	Consumer Behavior	3
MRKT 395	Marketing Management	3
MRKT 478	Marketing Research	3
MRKT 497	Internship II	3
STAT 361	Introduction to Statistical Analysis	3

Electives approved by the faculty advisor 10 hours

Students are encouraged to take MATH 120 and MATH 202 to better prepare for graduate school entrance.

Total minimum hours required for degree 128 hours

GATEWAY ASSESSMENT - BUSINESS 193
CAPSTONE ASSESSMENT - BUSINESS 493