

**BACHELOR OF SCIENCE DEGREE BUSINESS ADMINISTRATION
MARKETING**

GSC 100 The First Year Experience 1 hour

All degree seeking students are required to take GSC 100 during their first semester. GSC 100 may be used to satisfy one hour of the General Electives requirement.

General Education Requirements 39 hours

Students in Business Administration must complete CSCI 101, ECON 201 and MATH 115 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	Computing Concepts	
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	Entrepreneurship	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

General Electives (three hours must be 300-400 level) 6 hours

Total minimum hours required for degree 120-121 hours

GATEWAY ASSESSMENT - BUSINESS 193 - CAPSTONE ASSESSMENT - BUSINESS 493