

**134 Department of Business****BACHELOR OF SCIENCE DEGREE BUSINESS ADMINISTRATION  
INTEGRATED MARKETING****GSC 100 The First Year Experience 0 hours**

All degree seeking students are required to take GSC 100 during their first semester.

**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
MATH 115	College Algebra	
MGMT 201	Principles of Management	3
MRKT 201	Principles of Marketing	3

**Integrated Marketing Major 42 hours**

BUSN 493	Strategic Management and Planning	3
FINC 321	Business Finance	3
MGMT 202	Entrepreneurship	3
MRKT 202	Principles of Retailing	3
MRKT 203	Introduction to Graphic Design	3
MRKT 379	Advertising and Sales Promotion	3
MRKT 385	Global and Multicultural Marketing	3
MRKT 388	Emerging Media and the Market	3
MRKT 390	Consumer Behavior	3
MRKT 417	Brand Equity Management	3
MRKT 478	Marketing Research and Analysis	3
MRKT 495	Senior Seminar	3
STAT 361	Introduction to Statistical Analysis	3

Restricted Electives 3

ECON 420	The Financial System and Economy	
MRKT 303	Intermediate Graphic Design	
MRKT 398	Publication Design	
MRKT 497	Internship II	

**General Electives (three hours must be 300-400 level) 6 hours****Total minimum hours required for degree 120 hours****GATEWAY ASSESSMENT - BUSINESS 193 - CAPSTONE ASSESSMENT - BUSINESS 493**

**INTEGRATED MARKETING  
SUGGESTED PLAN OF STUDY**

**FIRST YEAR**

BUSN 100 .....	3	ART 200, CART 200, FNAR 100, (OR) MUSC 200 .....	3
BUSN 230 .....	3	ENGL 102.....	3
CART 101 .....	3	ECON 201 .....	3
CSCI 101 .....	3	HIST 201, 202, 207, 208 (OR) POSC 203.....	3
ENGL 101 .....	3	MRKT 201.....	3
GSC 100 .....	0	<b>Total Hours - Spring Semester .....</b>	<b>15</b>
<b>Total Hours - Fall Semester.....</b>	<b>15</b>		

**SECOND YEAR**

ACCT 231 .....	3	ACCT 232.....	3
ENGL 203, 204, 205 (OR) 206 .....	3	BUSN 193.....	3
MATH 115 .....	3	ENVR 101, SCNC 101, 102, 103, (OR) SCNC 104.....	4
MRKT 203 .....	3	MGMT 201.....	3
PED 201 .....	1	MRKT 202.....	3
ELECTIVES.....	3	<b>Total Hours - Spring Semester .....</b>	<b>16</b>
<b>Total Hours - Fall Semester.....</b>	<b>16</b>		

**THIRD YEAR**

BUSN 270 .....	3	FINC 321 .....	3
ECON 202 .....	3	HIST 201, 202, 207, 208 (OR) POSC 203.....	3
ENVR 101, SCNC 101, 102, 103, (OR) SCNC 104.....	4	MRKT 385 (OR) MRKT 390 (OR) MRKT 395 (OR) MRKT 398 .....	3
MRKT 388 .....	3	MRKT 385 (OR) MRKT 390 (OR) MRKT 395 (OR) MRKT 398 .....	3
MRKT 379 .....	3	STAT 361 .....	3
<b>Total Hours - Fall Semester.....</b>	<b>16</b>	<b>Total Hours - Spring Semester .....</b>	<b>15</b>

**FOURTH YEAR**

BUSN 330 .....	3	CSCI 260 .....	3
BUSN 493 .....	3	MRKT 385 (OR) MRKT 390 (OR) MRKT 395 .....	3
MRKT 417 .....	3	MRKT 478.....	3
MGMT 202.....	3	MRKT 495.....	3
Electives (300-400 level).....	3	<b>Total Hours - Spring Semester .....</b>	<b>12</b>
<b>Total Hours - Fall Semester .....</b>	<b>15</b>		