

**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	3
BUSN	270	Business Law I	3
BUSN	430	Data Analytics for Business	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