

# Marketing Concentration

## Bachelor of Science Business Administration (BSBA)

This degree map is based on the current Academic Catalog and is subject to change. Please note that the degree map is designed to give you a sense of roughly how courses might be distributed over a 4-year degree. Your exact schedule will differ depending on a range of factors though we recommend taking a minimum of 15 credits each fall and spring semester. Regular consultation with your academic advisor is the best way to make sure that you are taking the courses you need in the right order to ensure efficient progress through your degree program.

### Sample 4-Year Plan

<b>First Year</b>			
<b>Fall Courses</b>	<b>Credits</b>	<b>Spring Courses</b>	<b>Credits</b>
WRIT 103 – Foundations in Composition	3	Math 140, 150, or 160	3
BSED 101 – Introduction to Business	3	COMM 101 - Public Speaking	3
ECON 122 Principles of Microeconomics	3	ECON 121 – Principles of Macroeconomics	3
ITAN 175 – Spreadsheet Analysis	3	General Education Course	3
First Year Seminar	3	General Education Course	3
<b>Semester Total</b>	<b>15</b>	<b>Semester Total</b>	<b>15</b>
<b>Second Year</b>			
<b>Fall Courses</b>	<b>Credits</b>	<b>Spring Courses</b>	<b>Credits</b>
MKTG 210 – Marketing Principles and Practices	3	ACCT 223 - Managerial Accounting	3
ACCT 220 - Financial Accounting	3	ECON 256 – Business and Economics Statistics	3
MGMT 280 – Principles of Management	3	MKTG 330 – Consumer Motivation & Behavior	3
General Education Course	3	General Education Course	3
General Education Course	3	General Education Course	3
<b>Semester Total</b>	<b>15</b>	<b>Semester Total</b>	<b>15</b>
<b>Third Year</b>			
<b>Fall Courses</b>	<b>Credits</b>	<b>Spring Courses</b>	<b>Credits</b>
MKTG 331 – Digital Marketing	3	MKTG 340 – Integrated Marketing Communications	3
FIN 313 – Introduction to Finance	3	MKTG 370 – Sales Management	3
LAWL 231 – Law and the Legal Environment	3	Free Elective	3
General Education	3	Free Elective	3
Free Elective	3	Business Elective	3
<b>Semester Total</b>	<b>15</b>	<b>Semester Total</b>	<b>15</b>
<b>Fourth Year</b>			
<b>Fall Courses</b>	<b>Credits</b>	<b>Spring Courses</b>	<b>Credits</b>
MKTG 380 – International Marketing	3	MKTG 460 – Marketing Management	3
MKTG 440 – Marketing Research	3	MKTG Elective	3
Free Elective	3	Free Elective	3
Business Elective	3	Business Elective	3
Business Elective	3	Business Elective	3
<b>Semester Total</b>	<b>15</b>	<b>Semester Total</b>	<b>15</b>

#### Winter/Summer College - Optional

While not required, Winter and Summer sessions are offered each year and may help you stay on track or get ahead. You may take up to seven (7) credits during Winter College and up to 14 credits during Summer College.

## Business Core

BUSED.101 Introduction to Business

ACCT.220 Financial Accounting

ACCT.223 Managerial Accounting

ECON.256 Business & Economics Statistics

FINANCE.313 Introduction to Finance \*

MGMT.280 Principles of Management

MKTG.210 Marketing Principles and Practices

## Marketing Specialization Requirements

MKTG.330 Consumer Motivation and Behavior \*

MKTG.331 Digital Marketing \*

MKTG.340 Integrated Marketing Communications \*

MKTG.370 Sales Management \*

MKTG.380 International Marketing \*

MKTG.440 Marketing Research \*

MKTG.460 Marketing Management \*

MKTG Elective (3 credits) \*\* \*

Business Elective \*

Business Elective \*

Business Elective \*

Business Elective \*

Business Elective \*

**Electives in Business** – (15 credits) Must be 300 or 400 level business courses. A business elective is any business course that is not a required course.

ACCT, ECON, MGMT, ITAN, FIN, MKTG, OR LAWL are business courses.

**\*\*Marketing Elective** – A marketing elective is any marketing course that is not a required course. It must be at the 300/400 level.

\*Denotes advanced coursework Students must take a minimum of 42 credits of advanced coursework. Advanced coursework can be met in major courses, minor courses, free elective courses, and general education courses. Courses that meet this requirement are designated in Banner.

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## General Education Requirements (45 credits)

*Note: Some requirements may be fulfilled by coursework in your major program including directed Gen Ed courses noted below*

- Foundations (15 credits)
  - COMM 101 Public Speaking
  - First Year Study
  - MATH 140,150 or 60
  - WRIT 103 Found. In Writing
- Interconnections (9 credits)
  - ECON 121 Prin. Of Macroeconomics
- Citizenship & Responsibility (6 credits from at least two goals)
  - LAWL 231 Law and Legal Environment
  - ECON 122 Prin. Of Microeconomics
- Natural World & Technologies (9 credits)
  - ITAN 175 Spreadsheets Analysis
- Creativity & Expression (6 credits)

## Degree Requirements

All students must obtain a minimum of 120 credits, complete all General Education requirements, and all requirements for the selected major. A minimum of 42 credits must be advanced coursework.

Meet with your advisor and consult Degree Works to monitor your progress and for all graduation requirements.

*A minimum GPA of 2.0 in the major and overall are required.*