

Major in International Business Marketing Concentration

Bachelor of Science in Business Administration (BSBA)

This degree map is based on the 2023-24 Academic Catalog and is subject to change. Students should meet with their academic advisor each semester and use Degree Works to monitor their individual progress toward degree completion. The time it takes to earn a degree will vary based on several factors including summer/winter enrollment, dual enrollment and number of courses successfully completed each semester. We recommend following the sequence outlined below to graduate in a timely fashion.

Sample 4-Year Plan

First Year			
Fall Courses	Credits	Spring Courses	Credits
ITAN 175-Spreadsheet Analysis	3	ECON 122-Principles of Microeconomics	3
BSED 101-Introduction to Business	3	MATH 140-Precalculus, MATH 150-Essentials of Calculus, or MATH 160-Calculus 1	3
WRIT 103-Foundations in Composition	3	COMM 101-Public Speaking	3
ECON 121-Principles of Macroeconomics	3	Natural World General Education Course	3
FYS 100-First Year Seminar	3	Arts or Creativity General Education Course	3
Semester Total	15	Semester Total	15
Second Year			
Fall Courses	Credits	Spring Courses	Credits
ACCT 220-Financial Accounting	3	ACCT 223-Managerial Accounting	3
MGMT 280-Principles of Management	3	LAWL 231-Law & the Legal Environment	3
Natural World General Education Course	3	ECON 256-Business & Economics Statistics 1	3
Diversity General Education Course	3	MKTG 210-Marketing Principles and Practices	3
History General Education Course	3	Literature General Education Course	3
Semester Total	15	Semester Total	15
Third Year			
Fall Courses	Credits	Spring Courses	Credits
MGMT 382-Global Business	3	MGMT 481-International Management	3
MGMT 383-Managing Multicultural Organizations	3	MKTG 380-International Marketing	3
FIN 313-Introduction to Finance	3	MKTG 331-Digital Marketing Fundamentals	3
Diversity, Global Perspectives or Foreign Language General Education Course	3	MKTG 340-Integrated Marketing Communications	3
Free Elective	3	Free Elective	3
Semester Total	15	Semester Total	15
Fourth Year			
Fall Courses	Credits	Spring Courses	Credits
FIN 413-International Finance	3	MGMT 493-Business Policies	3
MKTG 341-Principles of Selling	3	Marketing or Business Elective	3
Free Elective	3	Marketing or Business Elective	3
Free Elective	3	Free Elective	3
Semester Total	12	Semester Total	12
* Offered with the short-term faculty-led study abroad trip		Summer (Third year or Fourth year)*	
		BSED 330-International Business Seminar	3
		MGMT 494-Special Topics in Management	3

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.

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Curriculum Checklist

Major Requirements

Business Core Courses (21 credits)

- BSED 101 Introduction to Business
- ACCT 220 Financial Accounting
- ACCT 223 Managerial Accounting
- MGMT 280 Principles of Management
- MKTG 210 Marketing Principles & Practices
- FIN 313 Introduction to Finance
- ECON 256 Business and Economics Statistics I

International Business Major Courses (24 credits)

- MGMT 382 Global Business
- MGMT 383 Managing Multicultural Organizations
- MKTG 380 International Marketing
- FIN 413 International Finance
- MGMT 481 International Management
- MGMT 493 Business Policies
- BSED 330 International Business Seminar*
- MGMT 494 Special Topics in Management*

* Offered with the short-term faculty-led study abroad trip

Marketing Concentration Courses (15 credits)

- MKTG 331 Digital Marketing Fundamentals
- MKTG 340 Integrated Marketing Communications
- MKTG 341 Principles of Selling

Choose two Marketing or Business Elective courses:

- Marketing or Business Elective
- Marketing or Business Elective

Degree Requirements

All students must obtain a minimum of 120 credits, complete all General Education requirements, and all requirements for the selected major and specialization including the short-term faculty-led study abroad trip. 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.

General Education Requirements

Directed General Education Courses (18 Credits)

- COMM 101 Public Speaking
- MATH 140 Precalculus, MATH 150 Essentials of Calculus or MATH 160 Calculus 1
- ECON 121 Principles of Macroeconomics
- ECON 122 Principles of Microeconomics
- ITAN 175 Spreadsheet Analysis
- LAWL 231 Law & the Legal Environment

Remaining General Education Courses (27 Credits)

- FYS 100 First Year Study
- WRIT 103 Foundations in Composition
- History General Education Course
- Diversity General Education Course
- Diversity, Global Perspectives or Foreign Language General Education Course
- Natural World General Education Course
- Natural World General Education Course
- Literature General Education Course
- Arts or Creativity General Education Course

Free Elective Courses (15 credits)

- Free Elective 1
- Free Elective 2
- Free Elective 3
- Free Elective 4
- Free Elective 5

Campus Locations

- | | |
|-------------------|---|
| Bloomsburg | <input type="checkbox"/> Online; <input checked="" type="checkbox"/> In-person; <input checked="" type="checkbox"/> Blended |
| Lock Haven | <input type="checkbox"/> Online; <input type="checkbox"/> In-person; <input checked="" type="checkbox"/> Blended |
| Mansfield | <input type="checkbox"/> Online; <input type="checkbox"/> In-person; <input checked="" type="checkbox"/> Blended |
| Clearfield | <input type="checkbox"/> Online; <input type="checkbox"/> In-person; <input checked="" type="checkbox"/> Blended |

Note: Blended means a mix of in-person and online courses are possible for the degree. In-person delivery of specific concentration/major courses on your campus may not be available depending on faculty staffing. Consult with your academic advisor or the department for more information.