

**2023 – 2024 Bachelor of Science in Business Administration
with a Concentration in Marketing**

Not an Official Record – Official Records from Office of Registrar

General Education Requirements	Credits
ENGL B101 or B105 (<i>Composition & Rhetoric</i>)	3
ENGL B102 or B106 (<i>Composition & Literature</i>)	3
COMM B140 or B201	3
Liberal Arts Elective ¹	3
HIST B101, B102, B111, B112, B115, or B116	3
Fine Arts ²	3
Natural Science with Lab	4
Natural Science (Lab optional)	3
Foreign Language (2 courses in the same language)	6
Global Citizenship & Multicultural Understanding ³	3
REACH Act “Founding Documents” (HIST B111, B430, B442, B469, or POLI B201)	0-3
Program Requirements	
MGSC B290 (<i>Computer Information Systems for Business</i>)	3
MATH B111/B111L (<i>College Algebra</i>) or MATH B115 (<i>Precalculus</i>)	3-4
MATH B122 (<i>Calculus for Business Administration</i>) or MATH B141 (<i>Calculus I</i>)	3
ECON B221 (<i>Microeconomics</i>)	3
ECON B222 (<i>Macroeconomics</i>)	3
STAT B201 (<i>Elementary Statistics I</i>)	3
Business Core Requirements	
ACCT B225 (<i>Fundamentals of Accounting I</i>)	3
ACCT B226 (<i>Fundamentals of Accounting II</i>)	3
MGMT B371 (<i>Principles of Management and Leadership</i>)	3
MKTG B350 (<i>Principles of Marketing</i>)	3
BADM B345 (<i>Business Communications</i>)	3
BADM B324 (<i>Commercial Law</i>)	3
BADM B363 (<i>Business Finance</i>)	3
BADM B379 (<i>Business Ethics</i>)	3
BADM B383 (<i>International Business</i>) or ECON B303 (<i>The International Economy</i>)	3
MGSC B390 (<i>Management Information Systems</i>)	3
BADM B396 (<i>Business Research Methods</i>)	3
MGMT B478 (<i>Strategic Management</i>)	3
Marketing Concentration Requirements	
MKTG B352 (<i>Introduction to Marketing Research</i>) [Fall only]	3
MKTG B453 (<i>Sales Management</i>) [Spring only]	3
MKTG B454 (<i>Marketing Communications and Strategy</i>) [Spring only]	3
MKTG B455 (<i>Consumer Behavior</i>) [Fall only]	3
MKTG B465 (<i>Marketing Strategy and Planning</i>) [Spring only]	3
Business Electives	
Upper Division course in ACCT, BADM, ECON, MGMT, MKTG	3
Upper Division course in ACCT, BADM, ECON, MGMT, MKTG	3
Upper Division course in ACCT, BADM, ECON, MGMT, MKTG	3

Minimum Credit Hours Required for Graduation: 120 Credits

¹Courses from the following disciplines: AFAM, ANTH, ARTH, ARTS, ECON, ENGL, FREN, GEOG, GERM, HIST, MUSC, PHIL, POLI, PSYC, RELG, SOCY, SPAN, COMM, THEA. IDST B260 may be used to fulfill this requirement. One-hour credits in MUSC and THEA may not be used to fulfill this requirement

²Courses from the following disciplines: ARTH, ARTS, MUSC, THEA, ENGL B180. 1-hour credits in MUSC and THEA may not be used to fulfill this requirement.

³The following courses fulfill this requirement: ANTH B102, ANTH B312, ANTH B317, ANTH B351, ANTH B352, ANTH B452, COMM B450, EDCI B322, ENGL B270, ENGL B291, ENGL B441, GEOG B121, GLST B301, GLST, B398, HIST B109, HIST B115, HIST B116, HRTM B360, NURS B330, PSYC B380, PUBH B300, PUBH B324, RELG B203, SOCY B315, SPAN B380.