

**Additional**

**Graduation**

**Requirements**

(F)

Course offered in

Fall Semester

(S)
Course offered in

Spring Semester

*WE*

Course satisfies Writing Emphasis Requirement

1

Satisfied for students with an ACT English score

of 32 or higher

2

Satisfies the Global Culture General Education Requirement

* Minimum 120 credits
* Minimum 2.5 GPA
* Completion of all general education and academic plan requirements
* Minimum of four writing emphasis (*WE*) courses (two lower & two upper level)
* Minimum residency requirements met

**Business Administration Major**

**Emphasis in Marketing**

**Course Requirements**

For Catalog Year 2017 – 2018

**SUPPORTING COURSES (four) 13 credits**

 1. ECON 202 Macro Economic Analysis (F,S) 3 cr.

 2. ECON 203 Micro Economic Analysis (F,S) 3 cr.

 3. ENG COMP 105 English Composition II: Composition and Rhetoric 1 (F,S) *WE* 3 cr.

4. BUS ADM 216 Business Statistics(or MATH 260) (F,S) 4 cr.

**UPPER-LEVEL COURSES (eight) 25 credits**

1. ACCTG 300 Introductory Accounting (F,S) 4 cr.

 2. ACCTG 302 Managerial Accounting I (F,S) 3 cr.

 3. BUS ADM 305 Legal Environment of Business (F,S) 3 cr.

 4. BUS ADM 322 Introductory Marketing (F,S) 3 cr.

 5. BUS ADM 343 Corporation Finance (F,S) 3 cr.

 6. BUS ADM 350 Business Computer Applications (F,S) 3 cr.

 7. BUS ADM 389 Organizational Behavior (F,S) 3 cr.

 8. BUS ADM 482 Strategic Management (F,S) (capstone) 3 cr.

**MARKETING EMPHASIS REQUIRED COURSES (seven) 21 credits**

1. BUS ADM 421 International Marketing 2 (F,S) *WE* 3 cr.

 2. BUS ADM 424 Marketing Research (F) 3 cr.

 3. BUS ADM 428 Consumer Behavior (F, S) *WE* 3 cr.

4 & 5. ***Choose Two Of The Following Upper Division Marketing Courses:***

 BUS ADM 327 Selling and Sales Management (F) *WE* 3 cr.

 BUS ADM 384 Introduction to Supply Chain Management (F,S) *WE* 3 cr.

BUS ADM 423 Advertising (F,S) 3 cr.

BUS ADM 426 Marketing Management (S) 3 cr.

BUS ADM 452 Business Analytics 3 cr.

BUS ADM 499 Travel Course 3 cr.

1. ***Choose One Of The Following Upper Division Finance Courses:***

BUS ADM 344 Real Estate Principles (S) 3 cr.

 BUS ADM 345 Risk Management and Insurance (F) 3 cr.

 BUS ADM 347 Financial Markets and Institutions (F,S) 3 cr.

 BUS ADM 442 Principles of Investment (F,S) *WE* 3 cr.

 BUS ADM 445 International Financial Management (S) 3 cr.

 BUS ADM 446 Advanced Corporation Finance (F,S) 3 cr.

 BUS ADM 447 Derivatives (S) 3 cr.

BUS ADM 450 Bank Administration (F) 3 cr.

7. ***Choose One Of The Following Upper Division Management Courses:***

 BUS ADM 362 Introduction to Human Resource Management (F,S) 3 cr.

 BUS ADM 380 Project Management (F, S) 3 cr.

 BUS ADM 384 Introduction to Supply Chain Management (F,S) *WE* 3 cr.

 BUS ADM 452 Business Analytics 3 cr.

 BUS ADM 472 Leadership Development (F,S) *WE* 3 cr.

 BUS ADM 481 Entrepreneurship and Small Business Management (F,S) *WE* 3 cr.

 BUS ADM 489 Organizational Culture & Change (F,S) *WE* 3 cr.

**TOTAL CREDITS 59 credits**

**Suggested**

**Four-Year Plan**

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| **First Year** |
| *Fall* | *CR* |  | *Spring* | *CR* |  |
| First Year Seminar Gen. Ed. | 3 | Fine Arts Gen Ed. | 3 |
| Math Competency Requirement | 3 | BUS ADM 216 Business Statistics | 4 |
| Social Sciences Gen. Ed. (Suggested BUS ADM 202 or 206) | 3 | Biological Sciences Gen Ed. | 3 |
| Humanities Gen. Ed. | 3 | ENG COMP 105 Expository Writing  | 3 |
| English Competency Requirement | 3 | Minor or Elective Credits | 3  |
| **Total** | **15** | **Total** | **16**  |
| **Second Year** |
| *Fall* | *CR* |  | *Spring* | *CR* |  |
| ACCTG 300 Introductory Accounting | 4 | ACCTG 302 Managerial Accounting I | 3 |
| BUS ADM 322 Introductory Marketing | 3 | BUS ADM 350 Business Computer Apps | 3 |
| BUS 389 Organizational Behavior | 3 | ECON 202 Macro Economics | 3 |
| Sustainability Perspective Gen. Ed. | 3 | BUS ADM 421 International Marketing | 3 |
| Minor or Elective Credits | 3 | Minor or Elective Credits | 3  |
| **Total** | **16** | **Total** | **15** |
| **Third Year** |
| *Fall* | *CR* |  | *Spring* | *CR* |  |
| ECON 203 Micro Economics | 3 | BUS ADM 305 Legal Environment of Business | 3 |
| Upper Division Marketing Course BUS ADM 327, 423, 384 | 3 | Upper Division Marketing Course BUS ADM 423, 426, 384 | 3 |
| BUS ADM 343 Corporation Finance | 3 | Humanities Gen. Ed. | 3 |
| BUS ADM 424 Marketing Research  | 3 | Minor or Elective Credits | 3 |
| Ethnic Studies Perspective Requirement | 3 | Internship Credits | 3  |
|  **Total** | **15** | **Total** | **15** |
| **Fourth Year** |
| *Fall* | *CR* |  | *Spring* | *CR* |  |
| Upper Division Management Course BUS ADM 362,380, 384, 472, 481, 489 | 3 | BUS ADM 482 Strategic Management | 3 |
| Upper Division Finance Course BUS ADM 344, 345, 347, 442, 445, 446, 447, 450 | 3 | Natural Sciences Gen. Ed. | 3 |
| BUS ADM 428 Consumer Behavior | 3 | Minor or Elective Credits | 3 |
| Minor or Elective Credits | 3 | Minor or Elective Credits | 3 |
| Internship Credits | 3 | Minor or Elective Credits | 3  |
| **Total** | **15**  | **Total** | **15** |

Courses are not guaranteed to be offered in the semester listed.

Intended for advising purposes only; not an official degree plan document.

 For questions regarding degree requirements, please consult your School of Business Advisor.