

BSBA MARKETING MAJOR

or BA 4986 Capstone: Applied Project

Total SHs

120-121

Overview

Marketing is more important than ever in our increasingly competitive world. The Marketing major in the BS in Business Administration degree prepares students to determine customer needs, translate those needs into products and services and sell them in a highly competitive global marketplace. The marketing major emphasizes a strategic managerial approach to integrated marketing and it examines major dimensions of the marketing environment including economic, social, cultural, political, legal and regulatory information. The major is only offered in the 16-week format.

Degree Requirements

Code	Title	SHs
Core Studies Requirements		
Select 36-37 semester hours of Core Studies Requirements		36-37
Lower Division Requirements		
AC 3200	Principles of Accounting I	3.00
AC 3210	Principles of Accounting II	3.00
BA 2900	Introduction to Business	3.00
BA 3366	Management Essentials	3.00
BA 3400	Marketing Principles	3.00
BA 3911	Business & Professional Communication	3.00
EC 3200	Principles of Macroeconomics	3.00
EC 3300	Principles of Microeconomics	3.00
MT 270	Introduction to Statistics	3.00
Select one of the following:		3.00
MT 201	College Algebra	
MT 250	Quantitative Skills and Reasoning	
MT 260	Pre-Calculus	
Any 300 or 400 level MT course		
Upper Division Requirements		
BA 4100	Business Finance	3.00
BA 4410	Consumer Behavior	3.00
BA 4423	Marketing Research	3.00
BA 4434	Professional Selling & Sales Management	3.00
BA 4465	Value Chain Management	3.00
BA 4950	Ethical Decision Making in Business	3.00
BA 4981	Business Law	3.00
Select three of the following:		9.00
BA 4412	Advertising and Promotion	
BA 4428	International Marketing	
BA 4430	SEED Fellowship I	
BA 4431	SEED Fellowship II: Leading Change	
BA 4443	Digital Marketing, Media Tactics & Tools	
BA 4483	Values-Centered Marketing	
BA 4486	Research Practicum in Marketing	
General Electives		21.00
General elective requirements can be fulfilled with courses needed to complete an optional minor, or other courses of interest		
BA 4985	Business Policy and Strategy	3.00