

B.S. BUSINESS ADMINISTRATION MARKETING CONCENTRATION

Fall 2023 - Spring 2024

BSNS REQUIREMENTS: All BSNS program courses must be completed with a grade of "C" or better. 80 credits

BSNS Core:

CIST 1206 Statistics	(4)
ECON 1200 Macroeconomics	(4)
BUSA 2110 Technology in Business	(4)
ACCT 2110 Financial ACCT	(4)
ACCT 2120 Managerial ACCT	(4)
BUSA 2120 Introduction to Business Analytics	(4)
MGMT 2110 Intro to Management	(4)
MKTG 2110 Marketing Principles	(4)
PLAW 2120 Business Law I OR	
PLAW 3110 Legal, Social, Ethical ...	(4)
FINA 3110 Intro to Financial Mgmt*	(4)
BUSA 3120 Operations Management	(4)
MGMT 4112 Business Policy & Strategies (seniors only)	(4)

Marketing Concentration:

MKTG 3116 Consumer Behavior	(4)
MKTG 3210 Marketing Research	(4)
MKTG 3355 Personal Selling & Sales Mgmt	(4)
MKTG 4470 Strategic Marketing	(4)
MKTG Elective	(4)
MKTG Elective	(4)
BSNS Elective: Choose from ACCT, BUSA,ECON, FINA, HTMS, INTL, MKTG, MGMT, PLAW at the 3000 level or above	(4)
Internship or BSNS Elective (3000 level or above)	(4)

Transfer students may use transferred courses (including Introduction to Business) as "Other Business Courses", to satisfy the minimum number of credits (80) for this area.

GENERAL STUDIES REQUIREMENTS:

48 credits

G COURSES: (32 total credits) No more than 12 credits in any "G" category may be applied towards the BS degree.

GEN General Interdisciplinary	(4)	GNM General Natural Science & Math	(4)
GIS-General Integration & Synthesis (Jr. yr.)	(4)	GNM General Natural Science & Math	(4)
GAH General Arts & Humanities	(4)	GSS General Social Science	(4)
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AT SOME DISTANCE Electives: (16 total credits) ECON 1400 Microeconomics required (4 credits).

Additional 12 credits should be courses unrelated to your major (may include CSIS courses).

(4)		(4)
(4)		(4)

(H) Historical Consciousness

(R1) Race and/or Racism Intensive

(I) International/Multicultural

W1	W1/W2	W1/W2	W1/W2 at 3000 Level
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Q1	Q2	Q1 or Q2	
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Pre-Req Structure for Business Core Requirements

Year 1

Year 2

Year 3

Year 4

Pre-req Structure for the Marketing Concentration

Year 1

Year 2

Year 3

Year 4