



**Marketing Concentration**  
 BUSINESS ADMINISTRATION (Comprehensive - No Minor Required)  
 SCHOOL OF SCHOOL OF BUSINESS AND ECONOMICS (SBE)  
 2017 - 2019 Catalog

**REQUIRED FOR ADMISSION TO UPPER DIVISION (300/400-LEVEL SBE COURSES)**

Students majoring in the SBE must be admitted to the school prior to enrolling in 300/400-level courses with the exception of 300/400 level economics courses. Students enrolling in 300/400 level economics courses only need to satisfy Econ 250 and Econ 251 prerequisite requirement.

To be admitted to SBE, students must first:

1. **Earn an overall grade point average of 2.3 or higher.** This requirement applies to all students, **including transfer students.** Coursework at previously attended colleges or universities will be included in GPA computations.
2. Complete the following courses with a cumulative **GPA of at least 2.0 receiving a grade of C- or higher:** ITS 108; ACCT 200, 201; BUS 270; ECON 250, 251.
3. Complete the following: WRIT 102, 209; COMM 110; and MATH 151 or Math 240.
4. All but 12 credits of the remaining University Studies requirements.

**Students with majors offered by the SCHOOL OF BUSINESS AND ECONOMICS may not enroll in any of the courses listed in 2 or 3 on a Pass/Fail basis.** The University Studies Mathematics requirement is satisfied by MATH 151 or 240.

All of the requirements stated above also apply to transfer students.

**SUGGESTED SEMESTER BY SEMESTER COURSE PLAN**

**\*Please note: This is just a guide. Use your advising report to make sure you are fulfilling all of your requirements.**

**Year One  
Semester One**

|                                |           |
|--------------------------------|-----------|
| ITS 108                        | 3         |
| HHP 102                        | 3         |
| HHP 102 Lab                    | 0         |
| WRIT 102 (pending placement)   | 3         |
| Any University Studies Courses | 6         |
| <b>TOTAL</b>                   | <b>15</b> |

**Year One  
Semester Two**

|                                |           |
|--------------------------------|-----------|
| COMM 110                       | 3         |
| ECON 250                       | 3         |
| MATH 151 (pending placement)   | 3         |
| Any University Studies Courses | 6         |
| <b>TOTAL</b>                   | <b>15</b> |

**Year Two  
Semester One**

|                                |           |
|--------------------------------|-----------|
| ACCT 200                       | 3         |
| BUS 270 <sup>2</sup>           | 3         |
| ECON 251                       | 3         |
| Any University Studies Courses | 6         |
| <b>TOTAL</b>                   | <b>15</b> |

**Year Two  
Semester Two**

|                                |           |
|--------------------------------|-----------|
| ACCT 201 <sup>1</sup>          | 3         |
| BUS 211                        | 3         |
| WRIT 209 <sup>3</sup>          | 3         |
| Any University Studies Courses | 6         |
| <b>TOTAL</b>                   | <b>15</b> |

<sup>1</sup>Prerequisite: Acct 200 with a grade of at least a C-

<sup>2</sup>Prerequisite: ITS 108 with a grade of at least a C-

<sup>3</sup>Prerequisite: WRIT 102 with a grade of at least a C- and completion of 30 college credits.

**\*\*Apply for admission into the SCHOOL OF BUSINESS AND ECONOMICS\*\***

Acceptance into the SBE then allows registration in upper-division courses.

✓ Complete graduation plan with advisor.

**Year Three  
Semester One**

|                                |           |
|--------------------------------|-----------|
| BUS 370 (F,S)                  | 3         |
| FIN 320 (F,S)                  | 3         |
| TRSP 300 (F,S)                 | 3         |
| Any University Studies Courses | 6         |
| <b>TOTAL</b>                   | <b>15</b> |

**Year Three  
Semester Two**

|                                |           |
|--------------------------------|-----------|
| BUS 371 (S)                    | 3         |
| BUS 380 (F,S)                  | 3         |
| BUS 430 (F,S)                  | 3         |
| Any University Studies Courses | 6         |
| <b>TOTAL</b>                   | <b>15</b> |

✓ *Apply for graduation through your student center site and discuss with your advisor.*

**Year Four  
Semester One**

|                               |           |
|-------------------------------|-----------|
| Marketing Elective            | 6         |
| BUS 482 (F)                   | 3         |
| ECON 430 <sup>4</sup> (F,S)   | 3         |
| Any University Studies Course | 3         |
| <b>TOTAL</b>                  | <b>15</b> |

**Year Four  
Semester Two**

|                                |           |
|--------------------------------|-----------|
| Marketing Elective             | 3         |
| BUS 484 (S)                    | 3         |
| BUS 495 (Capstone) (F,S)       | 3         |
| Any University Studies Courses | 6         |
| <b>TOTAL</b>                   | <b>15</b> |

| 60 Total Credits  |     |   |  |              |
|---|-----|---|--|--------------|
| SBE Required Core Courses (33 credits)                        |     |   |  |              |
| Dept.   | No. | Course Name   | Prerequisites  | Sem. Offered |
| ITS   | 108 | Business Computer Applications                                |  | F,S          |
| ACCT  | 200 | Financial Accounting  |  | F,S,SS       |
| ACCT  | 201 | Managerial Accounting   | ACCT 200 with a grade of C- or higher                  | F,S,SS       |
| MATH  | 151 | Calculus for Business, Life and Social Sciences (or MATH 240) | Qualified on Placement Test or Math 102 (C- or higher) | F,S          |
| BUS   | 211 | Business Law I  |  | F,S          |
| BUS   | 270 | Business Statistics   | ITS 108 with a grade of C- or higher                   | F,S          |
| ECON  | 250 | Principles of Microeconomics                                  |  | F,S          |
| ECON  | 251 | Principles of Macroeconomics                                  |  | F,S          |
| BUS   | 370 | Principles of Marketing                                       | Admitted to SBE or SBE Permission                      | F,S          |
| BUS   | 380 | Principles of Management                                      | Admitted to SBE or SBE Permission                      | F,S          |
| FIN   | 320 | Principles of Finance   | Admitted to SBE or SBE Permission                      | F,S          |
| Required Concentration Courses (18 Credits)                   |     |   |  |              |
| BUS   | 371 | Consumer Behavior   | BUS 370  | S            |
| BUS   | 482 | Marketing Research  | BUS 370  | F            |
| BUS   | 484 | Marketing Strategy & Brand Management                         | BUS 370  | S            |
| BUS   | 495 | Strategic Management (Capstone)                               | BUS 370; 380; FIN 320                                  | F,S          |
| TRSP  | 300 | Supply Chain Management                                       | Admitted to SBE  | F,S          |
| <b>Either:</b>  |     |   |  |              |
| BUS   | 430 | International Business  | Admitted to SBE  | F,S          |
| or  |     |   |  |              |
| ECON  | 430 | International Economics                                       | ECON 250 and 251 or ECON 235                           | F            |
| Plus any three of the following elective courses (9 credits): |     |   |  |              |
| BUS   | 301 | Study Abroad  |  | Occasionally |
| BUS   | 306 | Management Science  | Admitted to SBE  | F,S          |
| BUS   | 373 | Principles of Advertising                                     | BUS 370 or COMM 170                                    | S            |
| BUS   | 375 | Public Relations  | BUS 370 or COMM 170                                    | F            |
| BUS   | 400 | Business Internship   | Admitted to SBE  | F,S,SS       |
| BUS   | 474 | Retail Marketing  | BUS 370  | F            |
| BUS   | 475 | Professional Selling & Sales Management                       | BUS 370  | S (even yrs) |
| BUS   | 477 | Internet Marketing  | BUS 370 or COMM 170                                    | S (odd yrs)  |

**Notes:**

- BUS 370, BUS 380 and FIN 320 cannot be taken at the same time as BUS 495.
- 120 total credits and 36 credits numbered 300 or higher are required for graduation.
- Students with more than one major in SBE must have a minimum 5 course difference between majors. The 5 or more courses that differ between majors must be a combination of required major/concentration courses and elective courses.