



Marketing Concentration

BUSINESS ADMINISTRATION (Comprehensive – No Minor Required)
SCHOOL OF SCHOOL OF BUSINESS AND ECONOMICS
 (SBE)
 2019 - 2021 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**: 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

Fall Semester

BUS 101	3		BUS 211	3
COMM 110	3		ECON 250 ² & ⁴	3
WRIT 102 (<i>pending placement</i>)	3		MATH 151 (<i>pending placement</i>)	3
Any University Studies Courses	6		Any University Studies Courses	6
TOTAL	15		TOTAL	15

Year One

Spring Semester

Year Two

Fall Semester

ACCT 200 ²	3		ACCT 201 ¹ & ²	3
BUS 270 ²	3		WRIT 209 ³	3
ECON 251 ² & ⁴	3		Any University Studies Courses	9
Any University Studies Courses	6			
TOTAL	15		TOTAL	15

Year Two

Spring Semester

¹ Prerequisite: Acct 200 with a grade of at least a C-

² Prerequisite: Bus 101

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

⁴ Satisfies Social Science University Studies Category.

****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
Fall Semester**

BUS 370 (F,S)	3		BUS 371 (S)	3
FIN 320 (F,S)	3		BUS 380 (F,S)	3
TRSP 300 (F,S)	3		BUS 430 (F,S) or ECON 430 (F)	3
Any University Studies Courses	6		Any University Studies Courses	6
TOTAL	15		TOTAL	15

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

**Year Three
Spring Semester**

**Year Four
Fall Semester**

Marketing Elective	6		Marketing Elective	3
BUS 482 (F)	3		BUS 484 (S)	3
Any University Studies Course	3		BUS 495 (Capstone) (F,S)	3
			Any University Studies Courses	6
TOTAL	12		TOTAL	15

**Year Four
Spring Semester**

60 TOTAL CREDITS

Required SBE Core Courses (33 credits)

DEPT	NO.	COURSE NAME	PREREQUISITES	OFFERED
ACCT	200	Financial Accounting	BUS 101	F,S,SS
ACCT	201	Managerial Accounting	ACCT 200 with a grade of C- or higher, BUS 101	F,S,SS
BUS	101	Introduction to Business		F,S
BUS	211	Business Law I		F,S
BUS	270	Business Statistics	BUS 101	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
ECON	250	Principles of Microeconomics	BUS 101	F,S
ECON	251	Principles of Macroeconomics	BUS 101	F,S
FIN	320	Principles of Finance	Admitted to SBE or SBE Permission	F,S
MATH	151	Calc for Business, Life & Social Sciences	Adequate math placement score or completion of MATH 113 with a C- or better.	F,S
or				
MATH	240	Calculus and Analytic Geometry I	Adequate math placement score or completion of MATH 115 with a C- or better.	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
TRSP	300	Supply Chain Management	Admitted to SBE	F,S
Either:				
BUS	430	International Business	Admitted to SBE	F,S
or				
ECON	430	International Economics	ECON 250 and 251 or ECON 235	F
BUS	495	Strategic Management (Capstone)	BUS 370; 380; FIN 320	F,S

And at least three of the following (9 credits)

BUS	301	Study Abroad		Occasionally
BUS	306	Management Science	Admitted to SBE	F,S
BUS	373	Advertising & Promotion	Admitted to SBE, BUS 370 or COMM 170	S
BUS	375	Public Relations	Admitted to SBE, BUS 370 or COMM 170	F
BUS	400	Business Internship	Admitted to SBE, Dept consent	F,S,SS
BUS	474	Retail Marketing	BUS 370	F
BUS	475	Professional Selling & Sales MGMT	BUS 370	S(even yrs)
BUS	477	Digital Marketing	Admitted to SBE, 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 five or more courses that differ between majors must be a combination of required major/concentration courses and elective courses.