



**Business Administration Major:**  
**Marketing Concentration (Comprehensive)**  
 Academic Plan of Study  
 2019-2021 Catalog

**Name:** \_\_\_\_\_ **Student ID #:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**University Studies Requirements**

**Core Courses** \*completed within first 60 credits

Course	Credits	Grade	Planned to Take
WRIT 102 College Writing II	3	_____	_____
WRIT 209 Business and Professional Writing	3	_____	_____
HHP 102 Wellness and a Positive Lifestyle	3	_____	_____
COMM 110 Intro to Speech Communications	3	_____	_____
MATH/CSCI	3-4	_____	_____

**Humanities**

Course	Course Title	Credits	Grade	Planned to Take
History	_____	3	_____	_____
Literature	_____	3	_____	_____
World Language, Culture, & Philosophy	_____	3	_____	_____

**Social Science (6 cr)** *must include 2 different prefixes*

Course	Course Title	Credits	Grade	Planned to Take
Course 1	_____	3	_____	_____
Course 2	_____	3	_____	_____

**Natural & Physical Sciences**

Course	Course Title	Credits	Grade	Planned to Take
Environmental	_____	2	_____	_____
Lab	_____	4	_____	_____

**Fine & Applied Arts**

Course	Course Title	Credits	Grade	Planned to Take
Art History, Criticism & Appreciation	_____	3	_____	_____
Aesthetic Experience	_____	3	_____	_____

**Global Awareness & Diversity** *\*may be fulfilled through other University Studies categories*

Course	Course Title	Credits	Grade	Planned to Take
Global Awareness	_____	3	_____	_____
Diversity	_____	3	_____	_____

## Business Administration Major – Marketing Concentration Requirements (Comprehensive)

60 total credits.

### Required School of Business & Economics core courses (33 credits):

Course	Course Title	Credits	Grade	Planned to Take
BUS 101	Introduction to Business	3		
MATH 151 OR MATH 240	Calculus for Business, Life, and Social Sciences Calculus and Analytic Geometry I	3 4		
ACCT 200	Financial Accounting	3		
ACCT 201	Managerial Accounting	3		
BUS 211	Business Law I	3		
BUS 270	Business Statistics	3		
ECON 250	Principles of Microeconomics	3		
ECON 251	Principles of Macroeconomics	3		
FIN 320	Principles of Finance	3		
BUS 370	Principles of Marketing	3		
BUS 380	Principles of Management	3		

### Required Concentration Courses (18 credits):

Course	Course Title	Credits	Grade	Planned to Take
BUS 371	Consumer Behavior	3		
BUS 482	Marketing Research	3		
BUS 484	Marketing Strategy and Brand Management	3		
TRSP 300	Supply Chain Management	3		
BUS 430 OR ECON 430	International Business International Economics	3 3		
BUS 495	Strategic Management (Capstone)	3		

### At least three of the following (9 credits required):

Course	Course Title	Credits	Grade	Planned to Take
BUS 301	Study Abroad	0-6		
BUS 306	Management Science	3		
BUS 373	Principles of Advertising	3		
BUS 375	Public Relations	3		
BUS 400	Business Internship	2-7		
BUS 474	Retail Marketing	3		
BUS 475	Professional Selling and Sales Management	3		
BUS 477	Internet Marketing	3		

Students with a Finance and/or Supply Chain Management Concentration cannot use BUS 306 as an elective.

BUS 370, BUS 380 and FIN 320 cannot be taken at the same time as BUS 495.

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.

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

Students majoring in the DBE must be admitted to the department prior to enrolling in 300/400-level courses. To be admitted to DBE, students must first:

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.

Complete the following courses with a **GPA of at least 2.0 with no grade lower than C- :**  
BUS 101; ACCT 200, 201; BUS 270; ECON 250, 251.

Complete the following: WRIT 101; 102; COMM 110; and MATH 151 or Math 240 for all DBE majors. (The General Education Mathematics requirement is satisfied by MATH 151 or 240)

All but 12 credits of the remaining University General Education requirements.