



Business Administration Major:
Marketing Concentration (Comprehensive)
 Academic Plan of Study
 2021-2022 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 477	Digital Marketing	3		
BUS 482	Marketing Research	3		
BUS 484	Marketing Strategy and Brand 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		

Note: 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.

SBE Major Admission Requirements:

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

1. 2.3 overall cumulative GPA required (including transfer courses).
2. Complete the following courses with a GPA of at least 2.0 with no grade lower than C-: ACCT 200, 201; ECON 250, 251 and BUS 270.
3. Complete WRIT 102, 209; COMM 110; MATH 151 or 240.
4. All but 12 credits of the remaining University Studies Requirements.
5. Students may not enroll on a pass/fail basis in any of the courses listed in 2 & 3.
6. Complete the SBE graduation plan.