

Student ID: _____
 Student Name: _____
 Advisor Name: _____

Catalog: 2024-2025 Undergraduate Catalog Program:
 Business Administration, Marketing Option, BS/BA

Business Administration, Marketing Option, BS/BA

The Marketing option prepares graduates for a wide variety of high-demand careers in marketing and sales. Given the strategy development focus and case-oriented instructional approaches used in many of the marketing courses, this option is a particularly good preparation for students who eventually intend to pursue a Master of Business Administration (MBA) degree. Marketing students are also encouraged to develop graphic design and other creative skills by earning an Art Minor. See an advisor in the Art program for more details.

A student must complete the following requirements in addition to the General Studies requirements. No grade lower than "C-" will satisfy major requirements.

Students wanting to pursue a Bachelor of Arts degree must complete the Additional BA Requirements.

Marketing Option Requirements

General Studies Requirements

(All Business Majors must complete the following as part of their General Studies requirements)

Course Name	Credit Hours	Term Taken	Grade	Gen Ed
BUS 201 - Organizational Communications	3 Credit Hours			
CMIS 101 - Information Systems Concepts & Applications	3 Credit Hours			
ECON 221 - Principles of Microeconomics	3 Credit Hours			
ECON 222 - Principles of Macroeconomics	3 Credit Hours			
MATH 112 - College Algebra	3 Credit Hours			
STAT 210 - Statistics	3 Credit Hours			

Required General Studies Total: 18

Business Core Requirements

Course Name	Credit Hours	Term Taken	Grade	Gen Ed
BUS 214 - Introduction to Business Quantitative Methods	3 Credit Hours			
ACCT 231 - Principles of Financial Accounting	3 Credit Hours			
ACCT 232 - Principles of Managerial Accounting	3 Credit Hours			
BUS 251 - Legal Environment & Contract Law	3 Credit Hours			
BUS 328 - Principles of Marketing	3 Credit Hours			
BUS 335 - Production/Operations Management	3 Credit Hours			
BUS 339 - Business Finance	3 Credit Hours			
BUS 373 - Organizational Behavior	3 Credit Hours			
BUS 480 - International Business	3 Credit Hours			
BUS 495 - Business Policy (<i>Senior Competency Course</i>)	3 Credit Hours			
CMIS 300 - Information Systems Management	3 Credit Hours			

Business Core Total: 33

Marketing Option

Course Name	Credit Hours	Term Taken	Grade	Gen Ed
BUS 329 - Integrated Marketing Communications	3 Credit Hours			
BUS 336 - Marketing Research	3 Credit Hours			
BUS 347 - Consumer Behavior	3 Credit Hours			
BUS 348 - Retail Management & Merchandising	3 Credit Hours			
BUS 350 - Professional Selling	3 Credit Hours			
BUS 355 - E-Marketing	3 Credit Hours			
BUS 491 - Strategic Marketing Management	3 Credit Hours			
CMIS 410 - Web Page Development & Programming	3 Credit Hours			

Option Total: 24

Major Total: 57

Notes: