

# Business Administration BS, Marketing Emphasis

## General Education Requirements

All Business majors must meet the university general education requirements. As part of meeting the university's general education requirements, all Business majors must complete the prerequisite courses below :

ECON 1001	Principles of Microeconomics (MOTR ECON 102)	3
ECON 1002	Principles of Macroeconomics (MOTR ECON 101)	3
MATH 1030	College Algebra (MOTR MATH 130)	3
MATH 1100	Basic Calculus	3
MATH 1105	Basic Probability and Statistics	3

## Degree Requirements

All Business majors must meet College of Business G.P.A., good standing and credit requirements as outlined in the Bulletin.

## Lower Division Business Core Requirements

ACCTNG 2400	Fundamentals of Financial Accounting	3
ACCTNG 2410	Managerial Accounting	3
BUS AD 2900	Legal Environment of Business	3
INFSYS 2800	Information Systems Concepts and Applications	3
<b>Total Hours</b>		<b>12</b>

## Upper Division Requirements

ENGL 3120	Business Writing	3
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## Upper Division Non-Business or Business Requirement

Two global awareness courses selected from an approved list maintained in the Office of Undergraduate Academic Advising in the College of Business Administration; also available on our web site.

## Upper Division Business Requirements

ENT 3100	Applications of Entrepreneurship <sup>1</sup>	3
FINANCE 3500	Financial Management	3
SCMA 3300	Business Analytics and Statistics	3
SCMA 3301	Introduction to Supply Chain Management	3
MGMT 3600	Management and Organizational Behavior	3
MGMT 4219	Strategic Management	3
MKTG 3700	Basic Marketing	3
A minimum of 15 additional hours of upper division approved business electives		15
<b>Total Hours</b>		<b>36</b>

<sup>1</sup> Course is required for BS Accounting and all BS Business Administration majors.

## Assessment Requirement

MGMT 4220	Business Assessment Testing	0
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## Emphasis Area Requirements

Marketing involves the activities needed to facilitate an exchange. This includes selling products, services, or ideas to both individual consumers and business buyers.

MKTG 3740	Marketing Analysis	3
MKTG 4700	Marketing Management	3
Select four additional upper division courses from the following:		12
Marketing (MKTG) courses at the 3000-level or higher		
MEDIA ST 3338	Advertising Technique	
<b>Total Hours</b>		<b>18</b>

Marketing majors may choose to focus their electives in the area of digital and social media marketing and communications. This track is a group of departmental courses that will focus on the use of emerging technologies and platforms by which business use to communicate with and engage with their customers, prospects and vendors.

The Track in Digital and Social Media Marketing is comprised of the following courses:

MKTG 3721	Introduction to Digital Marketing Strategies	3
MKTG 3722	Introduction to Social Media Marketing	3
MKTG 3710	Consumer Behavior	3
MKTG 3720	Advertising and Promotion	3

## Learning Outcomes

Upon completion of the program, graduates will be able to:

- Articulate and apply foundational knowledge associated with core business disciplines (accounting, finance, supply chain management, marketing, information technology, and management). (Functional Business Knowledge)
- (a) Identify business problems and opportunities, (b) analyze relevant strategic, tactical, and operational options through qualitative and quantitative methods in order to (c) make recommendations and provide the rationale behind decisions. (Decision Making Skills)
- Identify and evaluate global business factors, including the opportunities, constraints and risks of operating across various country environments. (Global Orientation)
- Identify legal/ethical issues, assess impact, and decide on a socially responsible course of action. (Ethical Orientation)
- Students will be able to effectively communicate business issues, analyses and recommendations in written and oral presentations to stakeholders. (Business Communication Skills)
- Develop technological and quantitative skills, including those associated with statistics, data visualization and analysis, project management, social media, and those commensurate with their business specialization. (Technological Skills)

- Demonstrate interpersonal skills to collaborate within diverse teams, effectively engage with stakeholders in a professional manner, and develop leadership skills. (Interpersonal Skills)
- Students will be able to solve marketing related problems using qualitative and/or quantitative tools.
- Students will be able to demonstrate creativity in developing marketing communication plans (e.g., advertising, social media).
- Students will be able to develop marketing plans and execute marketing strategies.

## Sample Four Year Plan

### First Year

Fall	Hours	Spring	Hours
MATH 1030		3 BUS AD 1107 or MATH 1100	3
ENGL 1100		3 ECON 1001	3
BUS AD 1000 or ENT 1100		3 INFSYS 2800	3
INFSYS 1800		3 EXPLORE - Humanities & Fine Arts	3
EXPLORE - Humanities & Fine Arts		3 EXPLORE - Math & Sciences	3
INTDSC 1003	1		
	<b>16</b>		<b>15</b>

### Second Year

Fall	Hours	Spring	Hours
MATH 1105		3 ACCTNG 2410	3
ACCTNG 2400		3 BUS AD 2900	3
ECON 1002		3 SCMA 3301	3
CORE - Communication Proficiency		3 EXPLORE - Humanities & Fine Arts	3
CORE - US History & Government		3 Cultural Diversity Requirement	3
	<b>15</b>		<b>15</b>

### Third Year

Fall	Hours	Spring	Hours
SCMA 3300		3 FINANCE 3500	3
MKTG 3700		3 MGMT 3600	3
ENGL 3120		3 MKTG Elective	3
ENT 3100		3 Global Awareness Course	3
Elective		3 Elective	3
	<b>15</b>		<b>15</b>

### Fourth Year

Fall	Hours	Spring	Hours
MKTG 3740		3 MGMT 4219 & MGMT 4220	3
MKTG Elective	6	MKTG 4700	3
Global Awareness Course		3 MKTG Elective	3
Elective		3 Elective	5
	<b>15</b>		<b>14</b>

**Total Hours: 120**

*PLEASE NOTE: This plan is an example of what a four year plan could look like for a typical student. Placement exam scores in math as well as the completion of coursework may change the plan. It should not be used in the place of regular academic advising appointments. All students are encouraged to meet with their advisor. All requirements are subject to change.*