Bachelor of Science in Business Administration

MARKETING

PREREQUISITE COURSES: TWELVE (12) CREDITS

*ECON 201: Principles of Macroeconomics; *ECON 202: Principles of Microeconomics; *MATH 200: Introduction to Statistics (or equivalent: CPSC 320; ECON 361; PSYC 261); BLAW 201: Legal Environment of Business

BUSINESS CORE: THIRTY (30) CREDITS

Lower-Division Requirements: (12 credits)
ACCT *101, *102, MIST 201, DSCI 259

Upper-Division Requirements: (18 credits)
MGMT 301, MKTG 301, BUAD 350, DSCI 353, FINC 301, MGMT 490

MAJOR: EIGHTEEN (18) UPPER LEVEL CREDITS IN THE DISCIPLINE

MKTG 411: Marketing Research
MKTG 450: Consumer Behavior
MKTG 490: Marketing Strategy

Plus an additional 9 credits selected from any additional upper-level MKTG courses, GISC 200, or GEOG 250.

*Required for consideration for admission to the College of Business