



## 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**