

BUSINESS ADMINISTRATION MAJOR - MARKETING CONCENTRATION (COMPREHENSIVE)

Requirements

60-61 total credits

Code	Title	Hours
Required School of Business and Economics Core Courses		
BUS 101	Introduction to Business	3.00
MATH 151	Calculus for Business, Life, and Social Sciences	3.00-4.00
or MATH 240	Calculus and Analytic Geometry I	
ACCT 200	Financial Accounting	3.00
ACCT 201	Managerial Accounting	3.00
BUS 211	Business Law I	3.00
BUS 270	Business Statistics	3.00
ECON 250	Principles of Microeconomics	3.00
ECON 251	Principles of Macroeconomics	3.00
FIN 320	Principles of Finance	3.00
BUS 370	Principles of Marketing	3.00
BUS 380	Principles of Management	3.00
Required Concentration Courses		
BUS 371	Consumer Behavior	3.00
BUS 477	Digital Marketing	3.00
BUS 482	Marketing Research	3.00
BUS 484	Marketing Strategy and Brand Management	3.00
BUS 430	International Business	3.00
or ECON 430	International Economics	
BUS 495	Strategic Management (Capstone)	3.00
Select three of the following:		9.00
BUS 301	Study Abroad	
BUS 306	Management Science	
BUS 373	Advertising & Promotion	
BUS 375	Public Relations	
BUS 400	Business Internship	
BUS 474	Retail Marketing	
BUS 475	Relationship Marketing and Sales Management	
TRSP 300	Supply Chain Management	
Total Hours		60.00-61.00

Notes:

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.