

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION - MARKETING

Code	Title	Credit Hours
Wellness		
APPH 1040	Scientific Foundations of Health or APPH 10 The Science of Physical Activity and Health or APPH 10 Flourishing: Strategies for Well-being and Resilience	2
Core A - Essential Skills		
ENGL 1101	English Composition I	3
ENGL 1102	English Composition II	3
Core B - Institutional Options		
MATH 1552	Integral Calculus or MATH 17 Survey of Calculus	4
CS 1301	Introduction to Computing or CS 1315 Introduction to Media Computation	3
Core C - Humanities		
Any HUM		6
Core D - Science, Math, & Technology		
Lab Science		4
Lab Science		4
MATH 1551	Differential Calculus & MATH 1553 and Introduction to Linear Algebra or MATH 17 Finite Mathematics	4
Core E - Social Sciences		
Select one of the following:		3
HIST 2111	The United States to 1877	
HIST 2112	The United States since 1877	
INTA 1200	American Government in Comparative Perspective	
POL 1101	Government of the United States	
PUBP 3000	American Constitutional Issues	
ECON 2105	Principles of Macroeconomics	3
ECON 2106	Principles of Microeconomics	3
Any SS		3
Core F - Courses Related to Major		
ACCT 2101	Accounting I: Financial Accounting	3
ACCT 2102	Accounting II: Managerial Accounting	3
MGT 2106	Legal, Social, Ethical Aspects of Business	3
MGT 2210	Information Systems and Digital Transformation	3
MGT 2250	Management Statistics	3
MGT 2255	Quantitative Analysis for Business	3
Major Requirements		
LMC 3403	Technical Communication, Theory and Practice	3
MGT 3062	Financial Management	3
MGT 3101	Organizational Behavior	3
MGT 3102	Managing Human Resources within a Regulatory Environment	3

MGT 3300	Marketing Management I	3
MGT 3501	Operations Management	3
MGT 3599	Career Development Workshop	1
MGT 3660	International Business	3
MGT 3659	Foundations of Strategy	3
Marketing Concentration		
Select three of the following (Group A): ^{1,2}		9
MGT 3310	Marketing Research: Analytics	
MGT 4311	Digital Marketing	
MGT 4345	Marketing Practicum	
MGT 4803	Special Topics in Management	
Concentration Electives ^{1,3,4,5}		
Group B:		9
MGT 3312	Pricing Strategy and Analytics	
MGT 3313	Social Media Marketing	
MGT 3325	Product Planning	
MGT 4303	Personal Selling and Sales Management	
MGT 4304	Strategic Brand Management	
MGT 4308	Advertising & Promotion: Integrated Marketing Communications	
MGT 4309	Services Marketing	
MGT 4331	Consumer Behavior	
MGT 4335	International Marketing	
MGT 4803	Special Topics in Management	
Group C:		
MGT 3744	Managing Product, Service & Technology Development	
MGT 4050	Business Analytics	
MGT 4367	Revenue Analytics	
Non-MGT Electives		
Non-MGT Electives ⁶		6
Free Electives		
Free Electives ⁷		10
Total Credit Hours		122

Pass-fail only allowed for Free Electives.

¹ C-minimum required

² MGT 4803 must have title of Marketing Research: Tools and Design.

³ MGT 4803 must have title of Understanding Markets with Data Science or Sustainable Marketing

⁴ Students must select one of two options: (1) they may select 9 credit hours of coursework from Group B or (2) select 6 credit hours of coursework from Group B and 3 credit hours of coursework from Group C

⁵ Students may apply unused Group A elective courses toward Group B electives

⁶ Any courses except for MGT or ACCT

⁷ Maximum 3 credit hours of internship; Maximum 9 credit hours of undergraduate research; Maximum 3 credit hours of Special Problems/Independent Study