

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: MARKETING CONCENTRATION

³ Include 1 Lab Science. One science course must be at the 300 or 400 level.

⁴ Some minors require more than 12 credits.

122 credits required for graduation

Marketing Concentration Requirements

First-Year Gateway Experience

GFCL 100	Global Foundations of Character and Leadership
GFOB 100	Global Foundations of Organizations and Business
WRIT 106	Writing Workshop
IDEA 101	Bryant IDEA: Innovation and Design Experience For All

Marketing Concentration

MKT 311	Consumer Behavior
MKT 312	Marketing Research
MKT 412	Marketing Policy and Problems
Three Marketing Electives ¹	

Business Core Requirements

ACG 203 & ACG 204	Principles of Financial Accounting and Principles Managerial Accounting
BUS 400	Business Policy
FIN 201	Financial Management
ISA 201	Introduction to Information Technology and Analytics
LGLS 211	The Legal Environment of Business
MGT 200	Management Principles and Practice
MGT 201	Operations Management
MKT 201	Foundations of Marketing Management

Liberal Arts Core Requirements

ECO 113	Microeconomic Principles
ECO 114	Macroeconomic Principles
LCS 121	Introduction to Literary Studies
MATH 110	Mathematical Analysis
MATH 201	Statistics I
Two Humanities Survey Courses	

Liberal Arts Distribution Requirements - Modes of Thought ²

Two Social Science Modes of Thought	
One Historical Mode of Thought (Upper Division)	
One Literary Mode of Thought (Upper Division)	
Two Scientific Modes of Thought ³	

Liberal Arts Elective

One Elective

Liberal Arts Minor Requirement

Four Courses (selection is made from a variety of liberal arts disciplines) ⁴

Open Electives

Five Electives

¹ Must include one 400-level elective.

² 3 credits from the required liberal arts minor may be applied to this distribution.