

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: MARKETING CONCENTRATION

Bachelor of Science in Business Administration Degree with a Marketing Concentration Requirements:

General Education Requirements

University Minor Requirements

Marketing Concentration Curriculum Requirements

Marketing Concentration

MKT 311	Consumer Behavior	3
MKT 312	Marketing Research	3
MKT 412	Marketing Policy and Problems	3
Three Marketing Electives ¹		9

Business Core Requirements

ACG 203	Principles of Financial Accounting	3
ACG 204	Principles Managerial Accounting	3
BUS 400	Business Policy	3
FIN 201	Financial Management	3
ISA 201	Introduction to Information Technology and Analytics	3
LGLS 211	The Legal Environment of Business	3
MGT 200	Management Principles and Practice	3
MGT 201	Operations Management	3
MKT 201	Foundations of Marketing Management	3

A minimum of 18 credit hours is required for the concentration.

A minimum of 122 credit hours is required for graduation.

¹ Must include one 400-level elective.