

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION - MARKETING

| Code | Title | Credit Hours |
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| Wellness Requirement | | |
| APPH 1040 | Scientific Foundations of Health | 2 |
| | or APPH 10 The Science of Physical Activity and Health | |
| | or APPH 10 Flourishing: Strategies for Well-being and Resilience | |
| Core IMPACTS | | |
| Institutional Priority | | |
| CS 1301 | Introduction to Computing | 3 |
| | or CS 1315 Introduction to Media Computation | |
| Mathematics and Quantitative Skills | | |
| MATH 1552 | Integral Calculus | 4 |
| | or MATH 1752 Survey of Calculus | |
| Political Science and U.S. History | | |
| HIST 2111 | The United States to 1877 | 3 |
| | or HIST 2112 The United States since 1877 | |
| | or INTA 1200 American Government in Comparative Perspective | |
| | or POL 1101 Government of the United States | |
| | or PUBP 3000 American Constitutional Issues | |
| Arts, Humanities, and Ethics | | |
| Any HUM | | 6 |
| Communicating in Writing | | |
| ENGL 1101 | English Composition I | 3 |
| ENGL 1102 | English Composition II | 3 |
| Technology, Mathematics, and Sciences | | |
| Lab Science | | 4 |
| Lab Science | | 4 |
| MATH 1551 | Differential Calculus | 4 |
| | & MATH 1553 and Introduction to Linear Algebra | |
| | or MATH 1751 Finite Mathematics | |
| Social Sciences | | |
| Any SS | | 9 |
| Field of Study | | |
| ACCT 2101 | Accounting I: Financial Accounting | 3 |
| ACCT 2102 | Accounting II: Managerial Accounting | 3 |
| ECON 2105 | Principles of Macroeconomics | 3 |
| ECON 2106 | Principles of Microeconomics | 3 |
| MGT 2106 | Legal, Social, Ethical Aspects of Business | 3 |
| MGT 2210 | Information Systems and Digital Transformation | 3 |
| Major Requirements | | |
| LMC 3403 | Technical Communication, Theory and Practice | 3 |
| MGT 2250 | Management Statistics | 3 |
| MGT 2255 | Quantitative Analysis for Business | 3 |
| MGT 3062 | Financial Management | 3 |
| MGT 3101 | Organizational Behavior | 3 |

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| 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 | | 9 |
| MGT 3310 | Marketing Research: Analytics | |
| MGT 4311 | Digital Marketing | |
| MGT 4312 | Marketing Research: Tools and Design | |
| MGT 4345 | Marketing Practicum | |
| Concentration Electives ^{1,2,3,4} | | |
| 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 4314 | Understanding Markets with Data Science | |
| MGT 4331 | Consumer Behavior | |
| MGT 4332 | Database and CRM Strategy | |
| 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 | |
| Free Electives | | |
| Free Electives ⁵ | | 10 |
| Total Credit Hours | | 122 |

Pass-fail only allowed for Free Electives.

¹ C-minimum required

² MGT 4803 must have title of Sustainable Marketing

³ 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

⁴ Students may apply unused Group A elective courses toward Group B electives

⁵ Maximum 3 credit hours of internship; Maximum 9 credit hours of undergraduate research; Maximum 3 credit hours of Special Problems/Independent Study