



# Business Administration, B.S. *major*

## Marketing Emphasis

---

Students majoring in Business Administration are advised to complete at least one course in Psychology, Sociology, or Anthropology as part of their liberal education requirements.

Required Credits: 65

Required GPA: 2.25

### I REQUIRED BASIC CORE COURSES

COMPLETE THE FOLLOWING COURSES:

- ACCT 2101 Principles of Accounting I (3 credits)
- ACCT 2102 Principles of Accounting II (3 credits)
- BUAD 2220 Legal Environment (3 credits)
- BUAD 2231 Business Statistics I (3 credits)
- BUAD 2280 Computer Business Applications (3 credits)
- BUAD 3223 Operations Management (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- BUAD 3381 Management Information Systems (3 credits)
- BUAD 3771 Financial Management (3 credits)
- BUAD 4559 Strategic Management (3 credits)
- BUAD 4600 Senior Seminar: Business Administration (1 credit)
- ECON 2000 Markets and Resource Allocation (3 credits)
- ECON 2100 Macroeconomics and the Business Cycle (3 credits)
- MATH 1170 College Algebra (4 credits)

### ADDITIONAL REQUIRED COURSES

COMPLETE THE FOLLOWING COURSES:

- BUAD 3232 Business Statistics II (3 credits)
- BUAD 3567 Consumer Behavior (3 credits)
- BUAD 3568 Personal Selling (3 credits)
- BUAD 4467 Marketing Research (3 credits)
- BUAD 4468 Marketing Management (3 credits)

### REQUIRED ELECTIVES

SELECT 2 OF THE FOLLOWING COURSES:

- BUAD 4385 Data Modeling and Design (3 credits)  
*or* BUAD 4387 Strategic Information Management (3 credits)
- BUAD 3384 Systems Analysis and Design (3 credits)
- BUAD 3467 Advertising Management (3 credits)
- BUAD 3569 E-Marketing (3 credits)
- BUAD 3751 International Marketing (3 credits)
- BUAD 4469 Small Business Case Analysis (3 credits)
- ECON 4000 Microeconomic Decisions (3 credits)
- ECON 4100 Macroeconomic Growth and Fluctuations (3 credits)

### SUGGESTED SEMESTER SCHEDULE FOR BUSINESS ADMINISTRATION, B.S. MAJOR, MARKETING EMPHASIS

Freshman: All Fields of Emphasis

- Psychology, Sociology or Anthropology
- Liberal Education Requirements

Sophomore: All Fields of Emphasis

- ACCT 2101 Principles of Accounting I (3 credits)
- ACCT 2102 Principles of Accounting II (3 credits)
- BUAD 2220 Legal Environment (3 credits)
- BUAD 2231 Business Statistics I (3 credits)
- BUAD 2280 Computer Business Applications (3 credits)
- ECON 2000 Markets and Resource Allocation (3 credits)
- ECON 2100 Macroeconomics and the Business Cycle (3 credits)

Junior: All Fields of Emphasis

- BUAD 3223 Operations Management (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- BUAD 3381 Management Information Systems (3 credits)
- BUAD 3771 Financial Management (3 credits)

Senior: All Fields of Emphasis

- BUAD 4600 Senior Seminar: Business Administration (1 credit)

Junior: Marketing Field of Emphasis

- BUAD 3232 Business Statistics II (3 credits)
- BUAD 3567 Consumer Behavior (3 credits)
- BUAD 3568 Personal Selling (3 credits)
- Select one of the following sets (4000 level courses should be taken as a Senior):
  1. BUAD 3384 Systems Analysis and Design (3 credits)  
BUAD 4385 Data Modeling and Design (3 credits)  
*or* BUAD 4387 Strategic Information Management (3 credits)
  2. BUAD 3467 Advertising Management (3 credits)  
BUAD 3569 E-Marketing (3 credits)
  3. BUAD 3751 International Marketing (3 credits)  
BUAD 4469 Small Business Case Analysis (3 credits)
  4. ECON 4000 Microeconomic Decisions (3 credits)  
ECON 4100 Macroeconomic Growth and Fluctuations (3 credits)

Senior: Marketing Field of Emphasis

- BUAD 4467 Marketing Research (3 credits)
- BUAD 4468 Marketing Management (3 credits)
- BUAD 4559 Strategic Management (3 credits)