



# Business Administration, B.S. *major*

## Marketing Emphasis

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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 3500 Marketing Analytics (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:

- ACCT 4160 Business Communication (3 credits)  
*or* COMM 4160 Business Communication (3 credits)
- BUAD 4385 Data Modeling and Design (3 credits)  
*or* BUAD 4387 Strategic Information Management (3 credits)
- BUAD 3232 Business Statistics II (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)