Business Administration, B.S. *major*
Professional Selling 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: 64
Required GPA: 2.25

I REQUIRED BASIC CORE COURSES

C0MPLETE 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 3567 Consumer Behavior (3 credits)
- BUAD 3568 Professional Selling (3 credits)
- BUAD 4340 Sales Management (3 credits)
- BUAD 4568 Advanced Professional Selling (3 credits)
- COMM 4160 Business Communication (3 credits)

REQUIRED ELECTIVES

Select 2 elective courses for the Professional Selling emphasis:

- BUAD 3467 Advertising Management (3 credits)
- BUAD 3500 Marketing Analytics (3 credits)
- BUAD 3569 E-Marketing (3 credits)
- BUAD 3751 International Marketing (3 credits)
- BUAD 4347 Sales Simulator Lab (2 credits)
- COMM 3100 Interviewing (3 credits)