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 core curriculum requirements.

Required Credits: 64
Required GPA: 2.25

I REQUIRED 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 Principles of Microeconomics (3 credits)
- ECON 2100 Principles of Macroeconomics (3 credits)
- MATH 1170 College Algebra (3 credits)

ADDITIONAL REQUIRED COURSES

COMPLETE THE FOLLOWING COURSES:

- BUAD 3500 Marketing Analytics (3 credits)
- BUAD 3567 Consumer Behavior (3 credits)
- BUAD 3568 Professional 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 Visualization (3 credits)
  or BUAD 4387 Strategic Information Management (3 credits)
- BUAD 3232 Predictive Analytics (3 credits)
- BUAD 3384 Systems Analysis and Design (3 credits)
- BUAD 3467 Advertising Management (3 credits)
- BUAD 3569 Digital Marketing (3 credits)
- BUAD 3751 International Marketing (3 credits)
- BUAD 4469 Small Business Case Analysis (3 credits)
- ECON 4000 Intermediate Microeconomics (3 credits)
- ECON 4100 Intermediate Macroeconomics (3 credits)