



Business Administration, B.S. *major*

Marketing Emphasis

Step into the dynamic world of marketing with our immersive Marketing Emphasis program! Designed to bridge theory with practical hands-on experience, our curriculum emphasizes real-world applications, strategic thinking, and innovative problem-solving. Through interactive projects, industry partnerships, and simulated campaigns, students gain practical insights, honing their skills in market analysis, consumer insights, and innovative strategies. This immersive approach ensures graduates are not just academically equipped but career-ready, empowering them to thrive in the fast-paced, ever-evolving landscape of marketing.

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

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 3232 Predictive Analytics (3 credits)
or BUAD 3500 Marketing Analytics (3 credits)
- BUAD 3283 E-Commerce Web Development (3 credits)
or BUAD 3569 Digital Marketing (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 1 of the following courses:

- BUAD 3281 Management Science (3 credits)
- BUAD 3420 Labor and Employment Relations (3 credits)
- BUAD 3450 Indigenous Business (3 credits)
- BUAD 3520 Business Ethics (3 credits)
- BUAD 3677 Real Estate (3 credits)

- BUAD 3678 Risk Management and Insurance (3 credits)
- BUAD 3872 Investments (3 credits)

Program Learning Outcomes | Business Administration, B.S.

1. Graduates will demonstrate a foundational knowledge in the field of business.
2. Graduates will utilize practical business tools.
3. Graduates will demonstrate professional communication skills
4. Graduates will collaborate effectively
5. Graduates will demonstrate ability to ethically address complex problems in a realistic business environment.