

Business Administration Major Requirements (Marketing Concentration)

The University Core Requirements

English Composition:

- ENG 105/110

Literature:

- LIT 120
- LIT 250

Modern Language:

- Two courses in the same language or
- completion of the 111 level.

Mathematics: (For Bus/Acc Majors: MAT 105)

- CSC 108/110/ or MAT 102/105/108/111

History:

- HIS 110
- HIS 120 (Second level history course)

Social & Behavioral Sciences: (For Bus/Acc Majors: ECO 110)

- POS 110, PSY 110, or ECO 110

Global Perspectives: (For Bus/Acc Majors: INS 111)

- INS 111, SSC 110, or SSC 105

Science:

- Two science courses are required: must be
- from different discipline.

Philosophy:

- PHI 105
- PHI 205

Theology:

- RST 106/107
- Second level theology course (NOT RST 305)

Ethics:

- PHI 305 (or RST 305)

Fine Arts:

- FAS (3 cr. Total)

First Year Program:

- FYS 101

The Business Core Requirements

- ACC 123 Principle of Accounting I
- ACC 124 Principle of Accounting II
- ECO 221 Microeconomics
- FIN 311 Principles of Finance
- MGT 111 Principles of Management
- MKT 211 Principles of Marketing
- BUS 100 Business Skills I
- BUS 200 Business Skills II
- BUS 221 Quantitative Business Analysis
- BUS 300 Business Skills III
- BUS 313 Info. Systems and Operations
- BUS 315 Business Law
- BUS 400 Business Skills IV
- BUS 410 Strategic Business Planning

The Concentration Specific Requirements

- MKT 316 Consumer Behavior
- MKT 310 Marketing Research
- MKT 323 Marketing & E-Commerce
- MKT 420 Marketing Strategies

Plus one of the following:

- MKT 317 Service Marketing
- MKT 313 Advertising Management
- MKT 315 International Marketing
- MKT 318 Sports Marketing
- MKT 373/4 Internship in Marketing