



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)