

MARKETING

Bachelor of Business Administration

The Bachelor of Business Administration in Marketing degree is designed to give graduates a foundation in the marketing process, which will prepare them for positions in marketing, professional sales, market research and advertising. The focus of the program involves development of marketing professionals who are knowledgeable about current and emerging trends in marketing. This degree requires passing or exempting the Regents' Testing Program and proof of computer literacy.

Course	Number		Credit Hours
AREA A Essential Skills			
ENGL	1101	English Composition I	3
ENGL	1102	English Composition II	3
MATH	1111	College Algebra or	
	1113	Precalculus	3
AREA B Institutional Options			
COMM	1110	Fundamentals of Speech	3
Elective		BIOL 1001, COMM 1120, ENGL 1105, 1110, HIST 1050, 1051, HUMN 1000, 1100, PHED 1030, SOCI 1000	1
AREA C Humanities/Fine Arts			
Electives		ENGL 1201, 2111, 2112, 2120, 2121, 2130, 2131; HUMN 1201, MUSC 1100, or THEA 1100	6
AREA D Science/Mathematics/Technology			
Lab Science Electives		BIOL 1105K,1107K,1108K,1203K,1224K, CHEM 1151K,1211K,1212K, GEOL 1121K, 1122K, PHYS 1111K,1112K,2211K,2212K	8
Elective		MATH 2181, 2253, 2254	3-4
AREA E Social Sciences			
HIST	2111 or 2112	United States History	3
POLS	1101	American Government	3
Electives		ANTH 1103, GEOG 1100, 1101, 1111, HIST 1111, 1112, 2111, 2112, PHIL 1101, 1102, 1103, POLS 2101, 2201, 2301, 2401, PSYC 1101, 2101, 2103 2204, 2250, SOCI 1101, 1160	6
AREA F Major Related			
ACCT	2101	Principles of Accounting I	3
ACCT	2102	Principles of Accounting II	3
BUSA	2106	The Environment of Business	3
ECON	2105	Principles of Macroeconomics	3
ECON	2106	Principles of Microeconomics	3
MGIS	2201	Fundamentals of Computer Applications	3

BUSINESS CORE*All 3000 and 4000 level classes **require admission** to upper division.

BUSA	3050	Business Statistics	3
BUSA	3060	Business Law	3
BUSA	3070	Business Ethics	3
BUSA	3301	Business Communications	3
BUSA	3351	International Business*	3
FINC	3056	Principles of Finance	3
MARK	3010	Principles of Marketing	3
MGIS	3351	Management Information Systems	3
MNGT	3051	Principles of Management	3
OPMT	3251	Principles of Operations Management	3

MARKETING SYSTEMS CORE

MARK	3011	Buyer Behavior & CRM	3
MARK	3570	Integrated Brand Promotion	3
MARK	4081	Marketing and Competitive Strategy	3
MARK	4121	Marketing Research and Analysis	3
MARK	4288	Logistics	3

UPPER DIVISION BUSINESS ELECTIVES

Select at least 1 MARK	Any MARK, BUSA 3055, MNGT 4501, 4602, MGIS 3354, 4380, OPMT 4253, 4503		9
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UPPER DIVISION ELECTIVES

3

SENIOR REQUIREMENTS

BUSA	4700	Senior Seminar I	1
MNGT	4701	Strategic Management/Policy	3

PHYSICAL EDUCATION

PHED		Activity Elective	<u>1</u>
		Total	122

*Students may take any upper division international course.