

Business Administration Major with Marketing Concentration

Degree Type

Major

A total of 56 hours with grades of "C-" or better is required.

Required Courses

Common Core 32 hours

Item #	Title	Credits
AC230	FINANCIAL ACCOUNTING	4
AC231	MANAGERIAL ACCOUNTING	4
EC130	PRINCIPLES OF ECONOMICS I: MICROECONOMICS	4
EC131	PRINCIPLES OF ECONOMICS II: MACROECONOMICS	4
EC334	BUSINESS STATISTICS I	4
EC335	BUSINESS STATISTICS II	4
MA230	INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS	4
MK230	INTRODUCTION TO MARKETING	4

Depth Requirements

24 hours (8 hours required, 16 hours elective)

Required Courses

Item #	Title	Credits
MK331	MARKETING RESEARCH	4
MK496	MARKETING MANAGEMENT	4

Required Electives

Item #	Title	Credits
CA364	SOCIAL MEDIA MANGEMENT	4
EC233	EXCEL-ESSENTIAL SKILLS	2
EC340	MICROECONOMIC THEORY	4
EC341	MACROECONOMIC THEORY	4
MA330	BUSINESS LAW	4
MK336	RETAIL MANAGEMENT	4
MK337	CONSUMER BEHAVIOR	4
MK350	TOPICS IN MARKETING	2-4
MK369	B2B MARKETING/SALES	4

Required: Proficiency exam during senior year.

Total Credits	104
Includes 48.00 Credits of General Education	