

# BUSINESS ADMINISTRATION MAJOR, CONCENTRATION IN MARKETING

## Requirements for a Major in Business Administration, Concentration in Marketing

The Common Business Core together with four additional courses in the field of marketing chosen with the assistance of the advisor from the list that follows:

Code	Title	Credits
<b>Ancillary Courses (15-16 credits)</b>		
EC-110	Introduction to Microeconomics	3
EC-120	Introduction to Macroeconomics	3
EN-253	Business Communications	3
MA-150	Statistics I	3
or EC-150	Statistics	
MA-202	Business Calculus	3-4
or EC-202	Introduction to Mathematical Economics	
<b>Common Business Core</b>		<b>(36 credits)</b>
<i>Lower Division</i>		
BA-200	Principles of Management	3
BA-210	Financial Accounting I	3
BA-220	Financial Accounting II	3
BA-230	Managerial Accounting	3
BA-250	Analytical Techniques in Business	3
<i>Upper Division</i>		
BA-305	Organizational Behavior	3
BA-312	Operations Management I	3
BA-316	Financial Management	3
BA-318	Principles of Marketing	3
BA-350	Business Information Systems and Applications	3
BA-320	Business Law I	3
or BA-480	The Legal Environment of Business	
BA-490	Business Strategy and Policy	3
<b>Marketing Concentration Courses</b>		<b>(12 credits)</b>
Select four of the following:		12
BA-406	Trends in Marketing	
BA-420	Marketing Research	
BA-422	Retailing	
BA-424	Advertising Management	
BA-426	Consumer Behavior	
BA-428	Business to Business Marketing	
BA-429	Integrated Marketing Communications	
BA-486	Internship in Business Administration	
BA-494	International Marketing	
<b>Total Credits</b>		<b>63-64</b>

Students are required to meet with their department advisor to review their upcoming semester academic choices. A minimum of 120 credits is required for graduation.

Sigma Beta Delta, an international honor society in business, is available to outstanding students.