

Marketing Emphasis

BUSINESS ADMINISTRATION Major

Code	Title	Credits
Supporting Courses		13-16
BUS ADM 202	Business and Its Environment	
ECON 202	Macro Economic Analysis	
ECON 203	Micro Economic Analysis	
ENG COMP 105 or ENG COMP 200	English Composition II: Composition and Rhetoric ¹ Professional Writing for Business Majors	
BUS ADM 216 or MATH 260	Business Statistics Introductory Statistics	
Upper-Level Courses		25
ACCTG 300	Principles of Financial Accounting	
ACCTG 302	Principles of Managerial Accounting	
BUS ADM 305	Legal Environment of Business	
BUS ADM 322	Introductory Marketing	
BUS ADM 343	Corporation Finance	
BUS ADM 350	Business Computer Applications	
BUS ADM 389	Organizational Behavior	
BUS ADM 482	Strategic Management	
Marketing Emphasis Required Courses		21
BUS ADM 421	International Marketing	
BUS ADM 424	Marketing Research	
BUS ADM 428	Consumer Behavior	
Choose two of the following Marketing courses:		
BUS ADM 327	Selling and Sales Management	
BUS ADM 423	Advertising	
BUS ADM 426	Marketing Management	
BUS ADM 452	Business Analytics	
BUS ADM 499	Travel Course	
Choose one of the following Finance courses:		
BUS ADM 344	Real Estate Principles	
BUS ADM 345	Risk Management and Insurance	
BUS ADM 347	Financial Markets and Institutions	
BUS ADM 442	Principles of Investment	
BUS ADM 445	International Financial Management	
BUS ADM 446	Advanced Corporation Finance	
BUS ADM 447	Derivatives	
BUS ADM 450	Bank Administration	
Choose one of the following Management courses:		
BUS ADM 362	Introduction to Human Resource Management	
BUS ADM 380	Project Management	
BUS ADM 384	Introduction to Supply Chain Management	
BUS ADM 452	Business Analytics	
BUS ADM 472	Leadership Development	
BUS ADM 481	Entrepreneurship and Small Business Management	
BUS ADM 489	Organizational Culture & Change	

Total Credits

59-62

2 *Marketing Emphasis*

1 Satisfied for students with an ACT English score of 32 or higher