

Bachelor of Business Administration Marketing Concentration (Program Check Sheet)

Important Notes on Requirements

- All students must complete the 45 credit hour liberal arts core requirement. It is **RECOMMENDED** that all business students complete ENG 3613 Technical Writing to satisfy the 3 credit hours for Writing Across the Curriculum.
- Minimum of 50% of business courses must be completed at HSU
- All courses within major must be completed with a 'C' or better
- Overall minimum GPA 2.00
- Business majors are encouraged but not required to minor in a non-business subject area.

Business Core Courses (42 Credit Hours)

ACC 2013	Principles of Accounting A
ACC 2023	Principles of Accounting B
ECO 2013	Macroeconomics
ECO 2023	Microeconomics
GBU 2013	Quantitative Analysis for Business Decisions
BIS 3103	Informational Systems in Business <i>*Requires Prereq BIS 2073 Fund. of Info Systems</i>
GBU 3143	Legal Environment of Business
MGM 3013	Management Communications (WI)
MGM 3113	Management Organizational Behavior (WI)
MKT 3013	Fundamentals of Marketing
FIN 3043	Business Finance
GBU 3133	Business Statistics
MGM 4073	Operations Management
MGM 4133	Strategic Management

Marketing (18 Credit Hours)

MGM 4193	International Business
MGM 4113	Marketing Research
MGM 4163	Consumer Behavior
_____	Adv. Marketing Elective (3 credit hours)
_____	Adv. Marketing Elective (3 credit hours)
_____	Adv. Business Elective (3 credit hours)

Minimum Total Credits To Graduate = 120

45 hrs Liberal Arts Core
42 hrs Business Core
18 hrs Marketing Focus
15 hrs Minimum Additional Elective Hours

Marketing Note - Advanced marketing electives include any Junior (3000 level) or Senior (4000 level) course with a prefix of MKT. When planning schedules, be aware that MKT 4113, Marketing Research, is only offered in the fall semester.

Advanced Business Electives

These include any junior (3000 level) or senior (4000 level) course with a prefix of ACC, BIS, ECO, FIN, GBU, MGM, or MKT. When possible, students are strongly encouraged to take courses within their major or a closely related major as their advanced business elective.

Advising

It is highly recommended that students work with an advisor in their major area early in their college career.