

Business Administration Major 2016-2017

Marketing Concentration

Required Coursework

<u>Semester 1</u>	<u>Semester 2</u>
BUAD 142	ECON 102, C-IS
ECON 101, C-IS	MATH 128, C-QR
THRS 117, C-TF	PHIL 120, C-PF
Elective/Minor/Core	Elective/Minor/Core

<u>Semester 3</u>	<u>Semester 4</u>
ACCT 205	BUAD 374
BUAD 210 (2cr)	BUAD 232 (2cr)
BUAD 231 (2cr)	BUAD 233 (2cr)
BUAD 284	BUAD 270
Elective/Minor/Core	ACCT 206

<u>Semester 5</u>	<u>Semester 6</u>
BUAD 350	BUAD 390
Elective/Minor/Core	Marketing Elective
Elective/Minor/Core	Elective/Minor/Core
Elective/Minor/Core	Elective/Minor/Core

<u>Semester 7</u>	<u>Semester 8</u>
BUAD 471	BUAD 485
Elective/Minor/Core	Elective/Minor/Core
Elective/Minor/Core	Elective/Minor/Core
Elective/Minor/Core	Elective/Minor/Core

Requirement Checklist

- ACCT 205 Financial Accounting
- ACCT 206 Managerial Accounting
- BUAD 142 Business Applications of Information Technology
- BUAD 210 (2cr) Business Ethics
- BUAD 231 (2cr) Introduction to Organizational Behavior
- BUAD 232 (2cr) Introduction to Human Resource Management
- BUAD 233 (2cr) Introduction to Supply Chain Management
- BUAD 270 Marketing Concepts and Issues
- BUAD 284 Statistics for Business and Economics
- BUAD 350 Corporate Finance
- BUAD 390 Business Law
- ECON 101 Principles of Macroeconomics, C-IS
- ECON 102 Principles of Microeconomics, C-IS
- MATH 128 Introductory Statistics for Business, C-QR

General Management Concentration

- BUAD 374 Marketing Promotions
- BUAD 471 Marketing Management and Strategy

One Global Business Elective:

- BUAD 262 Introduction to International Business
- BUAD 371 Sales Management
- BUAD 372 Marketing Research
- BUAD 375 Consumer Behavior
- BUAD 489 Special Topics (Marketing)
- BUAD 490 Independent Study (Marketing)
- BUAD Internship 494 (Marketing)

Students will earn Core IS and QR through major coursework.