

B.S. MARKETING BUSINESS ADMINISTRATION MINOR

2022 – 2023

Foundations for Success ¹			5 courses
	FDS100	Falcon Discovery Seminar	3 cr.
	CS100	Solving Business Problems with Information Technology	3 cr.
	MA 105, 105L or 107, 107L, 131, 131L	Mathematical Sciences	3 cr.
	EMS 101, 101L or 102, 102L	Critical Reading and Writing	3 cr.
	EMS104 or EMS105	Multimodal Communication	3 cr.

MAJOR: Marketing ¹			8 courses
	MK250	Marketing Essentials [^]	3 cr.
	MK321	Consumer Behavior	3 cr.
	MK322	Marketing Research	3 cr.
	MK400	Strategic Marketing Management ²	3 cr.
	MK/PRS	Marketing/Professional Sales Elective ³	3 cr.
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		Marketing Related Elective ⁴	3 cr.

Business Dynamics ¹			6 courses
	LA100	Business Law ^{+, ^}	3 cr.
	EC111	Principles of Microeconomics ^{+, ^}	3 cr.
	ST113	Business Statistics [^]	3 cr.
	AC115	Financial Reporting and Analysis ^{+, ^}	3 cr.
	MG116	Human Dynamics in Organizations ^{+, ^}	3 cr.
	FI118	Introduction to Finance ^{+, ^}	3 cr.

The Business Environment ¹			2 courses
	IPM300	Business Processes and Systems ^{+, ^}	3 cr.
	MG300	Strategic Management [^]	3 cr.

For the most up-to-date requirements, please refer to your Degreeworks Audit.



Context & Perspectives ¹			6 courses
<i>See notes on page two</i>			
	<i>Institutions and Power</i>		
			3 cr.
	<i>Values, Ethics and Society</i>		
			3 cr.
	<i>Scientific Inquiry</i>		
			3 cr.
	<i>Race, Gender and Inequality</i>		
			3 cr.
	<i>Culture, Change, and Behavior</i>		
			3 cr.
	<i>Globalization</i>		
			3 cr.

Elective Requirements ⁵			13 courses
		Arts & Science Elective	3 cr.
		Arts & Science Elective	3 cr.
		Arts & Science Elective	3 cr.
		Arts & Science Elective	3 cr.
		Arts & Science Elective	3 cr.
		Unrestricted Elective	3 cr.
		Unrestricted Elective	3 cr.
		Unrestricted Elective	3 cr.
		Unrestricted Elective	3 cr.
		Unrestricted Elective	3 cr.
		Unrestricted Elective	3 cr.
		Unrestricted Elective	3 cr.
		Unrestricted Elective	3 cr.

Intensive Requirements		
Communication		
Communication in Major		MK400

Notes:

Prerequisite/Corequisite Structure

Courses	Prerequisite/Corequisite
MK250	
MK321	MK250
MK322	MK250 & (Pre- or Co-Req) ST113
MK400	MK250, 2 other Marketing courses, and at least 81 completed and in-progress credits
MK/PRS Electives	vary by course
MK Related Electives	vary by course

(CPR) = Co- or Prerequisite

Footnotes:

¹ These courses may not be taken as Pass/Fail.

² MK 400 serves as the senior capstone and requires the prior completion of 2 MK courses (6 credits). This course should be taken senior year.

³ Any MK or PRS courses not otherwise required can fulfill the MK elective requirements. Major electives should be selected in consultation with a faculty mentor.

⁴ Marketing-related electives can be fulfilled by any AC, AF, FI, IDCC, IPM, MG, MK or PRS courses not otherwise required; any LA course numbered 200 or higher (except LA 402), EC 224, 225, 311, 315, 346, 373, 374, 375, 376, 377, 402, 431, 441, & 454 and CS 350, 360, 401, 402, 421, 440, and 460.

⁵ Elective guidelines are available on the Registrar's website.

Additional Notes:

<p>Context & Perspectives</p> <ul style="list-style-type: none"> ▪ Students must take 1 course in each of the 6 themes of Context and Perspectives. Courses are unique to each theme; no course can satisfy more than one theme. ▪ Courses must be taken in at least 3 different departments (ex. PH, EMS, HI). This means that students can do a maximum of two courses in one department. ▪ Any number of courses can be shared with majors or minors, but a single course cannot count for both a major and a minor. Additionally, a single course may not count in more than one minor. ▪ Courses that satisfy the Contexts & Perspective requirements may not satisfy any of the required Arts and Science electives. ▪ Context and Perspective courses may count for the Modern Language requirement for BA majors ▪ Context and Perspective courses may not count for Arts and Science or Unrestricted electives for both BA and BS majors.
<p>Course Sharing Rules</p> <ul style="list-style-type: none"> ▪ Up to three courses may be shared across different majors ▪ No courses may be shared between any major and any minor. ▪ No courses may be shared between any minors. ▪ A single course of any kind can be shared up to three times: <ul style="list-style-type: none"> ○ Example 1: If a student has three majors, a single course can count for all three majors. ○ Example 2: If a student has two majors, a single course could count for a Context & Perspectives course and both majors.

* These courses comprise the Business Administration Minor.

^ These courses along with the following courses: EC112, AC215, MG215, and MG313 are required to complete the Business Administration Major.