MARKETING-B.S.B.A.

General Education Requirements

I. Required Skills and Competencies 15 cr
   ___ ENG 106 Writing Intensive First Year Seminar
   Min. grade of “C” required OR
   ENG 110 Advanced Placement Writing (3 cr)
   May need ENG 050 Basic Writing first, based on test results.
   ___ HCS 100 Intro to Human Communication (3 cr)
   ___ Mathematical Competency-Required
   MAT 140 College Algebra (3 cr)
   ___ HIS 105 Historical Foundations of Global Cultures (3 cr) AND
   ___ HIS 106 Thinking Historically in a Global Age (3 cr)

II. Categories of Knowledge 34 cr
   A: Logic/Numbers for Rational Thinking (3 cr)
      ___ MAT 181 Applied Calculus I
   B: Literary, Artistic & Cultural Traditions (9 cr)
      ___ Lit. Course:____________________
   C: Biological & Physical Sciences (9 cr)
      ___ ______________________________
      ___ ______________________________
      ___ ______________________________
   D: Political, Economic & Geographic Science (7 cr)**
      *Students who have started the 6 cr Economics sequence ECO 101 or 102 can complete the sequence or take ECO 113, however; it is recommended that they complete the 6 cr sequence. Business majors or students interested in business who have not completed an economics class will be required to complete ECO 113.
      ___ ECO 113 Principles of Economics (4 cr)
   E: Social & Behavioral Science (6 cr)
      ___ ______________________________
      ___ ______________________________

III. Library Skills Completed via College or Advanced Writing

Business Core Requirements All B.S.B.A. Majors 38 cr
   ___ ACC 200 Fundamentals of Financial Accounting (3 cr)
   ___ ACC 201 Managerial Accounting (3 cr)
   ___ BSL 261 American Legal Environment (3 cr)
   ___ BSN 101 Foundations of Business Administration (2 cr)
   ___ ECO 113 Principles of Economics (4 cr)
   ___ ECO 280 Managerial Economics (3 cr)
   ___ FIN 311 Financial Management (3 cr)
   ___ MAT 181 Applied Calculus (3 cr)
   ___ MIS 142 Business Computer Systems (3 cr)
   ___ MGT 305 Organizational Behavior (3 cr)
   ___ MGT 447 Business & Society (3 cr)
   ___ MGT 497 Strategic Management (3 cr)
   ___ MKT 305 Principles of Marketing (3 cr)
   ___ SCM 200 Statistical Applications in Business (3 cr)
   ___ SCM 330 Supply Chain and Operations Management (3 cr)
*Major requirement fulfills General Education credits

Marketing Requirements 18 cr
   ___ MKT 306 Buyer Behavior (3 cr)
   ___ MKT 430 Marketing Research (3 cr)
   ___ MKT 495 Marketing Analysis & Strategy Dev. (3 cr)

Three 3 Marketing Electives-see electives sheet or catalog
   ___ MKT______________________________(3 cr)
   ___ MKT______________________________(3 cr)
   ___ MKT______________________________(3 cr)
Free Electives 15 cr
Total Graduation Requirements 120 cr
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GPA Needed to Declare: 2.0

NOTE: A grade of "C" or better in College Algebra and/or Applied Calculus is required. In addition, students must have a 2.0 cumulative grade point average in all of the 100/200 level business core courses they have completed. Freshmen must wait until the second semester to declare a Business major. EXCEPTION: Those students with MSAT of 605+ or those testing at the advanced level in mathematics on the placement test.

Helpful Hints for Advising:

Semester I
BSN 101 Foundations of Business Administration
MAT 140 College Algebra

Semester II
MAT 181 Applied Calculus I
MIS 142 Business Computer Systems

Semester III
ACC 200 Fund. of Financial Accounting
BSL 261 American Legal Environment
ECO 113 Principles of Economics if not already taken

Semester IV
ACC 201 Managerial Accounting
SCM 200 Statistical Applications in Business
ECO 280 Managerial Economics

General Advice:
MIS 142 is a prerequisite for SCM 200.
Superscript numbers indicate year course should be taken

Freshman year See Business Prerequisite Flow Chart.
A 4-year template is available at www.ship.edu/undeclared