

BUSINESS ADMINISTRATION - MARKETING CONCENTRATION, B.S.

This concentration offers a solid grounding in applying the knowledge essential for understanding consumer and organizational buying patterns and for developing successful marketing strategies. Many students with a concentration in marketing have gone on to work in brand management, advertising, sales, marketing research, consulting, and entrepreneurial ventures.

Code	Title	Hours
ACCT 224	Financial Accounting	3
ACCT 225	Managerial Accounting	3
BADM 110	Information Technology for Business	3
BADM 160	Management	3
BADM 170	Marketing	3
BADM 201	Business Law I	3
BADM 206	Math Methods in Business and Economics	3
BADM 342	Legal and Social Environment of Business	3
BADM 510	Seminar in Business Policy	3
ECON 241	Macroeconomics	3
ECON 242	Microeconomics	3
ECON 316	Statistics for Business and Economics	3
FINC 200	Introduction to Finance	3
Marketing Requirements		
BADM 381	Consumer Behavior	3
BADM 382	Marketing Research	3
BADM 384	Marketing Communications	3
Select two of the following:		6
BADM 361	Organizational Behavior	
BADM 362	Human Resource Management	
BADM 366	Team Facilitation	
BADM 367	Small Business Entrepreneurship	
BADM 380	Strategic Marketing	
BADM 385	Global Marketing	
BADM 386	Sport Marketing	
BADM 387	Service and Event Marketing	
BADM 390	Managing Workplace Diversity	
BADM 490	Special Topics in Business Administration	
BADM 500	Independent Study in Business	
BADM 540	Internship in Business	
FINC 420	Business Regulation and Risk	
Select one departmental elective ¹		3
Required Support Course		
COMM 306	Business Writing and Presentation	3
Total Hours		60

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BADM or ECON elective 300 level or higher, which may include any unselected courses above.