A business not only designs and manufactures products, but also markets and sells them to manufacturers, wholesalers, retailers, and consumers. All the activities that direct the flow of goods and services from producer to consumer are classified as marketing concerns. Once an organization determines a customer’s needs and wants, its first objective is to produce goods or services to satisfy that particular customer. Essential in all types of businesses are product design, research, pricing, packaging, transportation, distribution channel, marketing communications (e.g., advertising), selling, and service strategies.

The concentration in marketing is designed to familiarize students with the marketing process and to provide them with the theoretical concepts, skills, and tools necessary to enter and advance successfully in one of the many possible career paths. Students are shown how to evaluate consumer behavior, employ marketing communication principles (including traditional advertising as well as digital marketing), develop and utilize market research and testing, and develop ways to position products and services strategically. They also are exposed to the changing economic, political, legal, ethical, and cultural contexts in which marketing strategies must be developed.

Students may select courses that lead to one of many career paths within marketing: product or brand management, marketing research, advertising management, retail management, sales management, or international marketing management.

BSBA—Bachelor of Science in Business Administration with Concentration in Marketing

BUSINESS CORE REQUIREMENTS

Mathematics
Complete one calculus course from the following list:

MATH 1231 Calculus for Business and Economics 4 SH
MATH 1241 Calculus 4 SH
MATH 1242 Calculus 4 SH
MATH 1251 Calculus and Differential Equations for Biology 1 4 SH
MATH 1252 Calculus and Differential Equations for Biology 2 4 SH
MATH 1340 Intensive Calculus for Engineers 6 SH
MATH 1341 Calculus 1 for Science and Engineering 4 SH
MATH 1342 Calculus 2 for Science and Engineering 4 SH

Statistics
Complete the following course:
MGSC 1201 Business Statistics 4 SH

Macro- and Microeconomics
Complete the following two courses:
ECON 1115 Principles of Macroeconomics 4 SH
ECON 1116 Principles of Microeconomics 4 SH

BUSINESS REQUIREMENTS

Accounting
Complete the following two courses:
ACCT 1201 Financial Accounting and Reporting 4 SH
ACCT 2301 Managerial Accounting 4 SH

Finance
Complete the following course:
FINA 2201 Financial Management 4 SH

International Business/Social Responsibility
Complete the following course:
INTB 1203 International Business and Global Social Responsibility 4 SH

Management Information Systems
Complete the following course:
MISM 2301 Management Information Systems 4 SH

Marketing
Complete the following course:
MKTG 2201 Introduction to Marketing 4 SH

Operations Management and Supply Chain Management
Complete the following course:
MGSC 3401 Operations Management 4 SH

Organizational Behavior
Complete the following course:
ORGB 3201 Organizational Behavior 4 SH

Strategy in Action
Complete the following course:
STRT 4501 Strategy in Action 4 SH

CONCENTRATION IN MARKETING

Marketing Required Courses
Complete the following two courses:
MKTG 3301 Marketing Management 4 SH
MKTG 3401 Marketing Research 4 SH

Marketing Elective Courses
Complete two additional MKTG courses.

ELECTIVES/SECOND BUSINESS CONCENTRATION
Complete eight elective courses. Four electives can be used toward completion of an additional business concentration as outlined below:

Concentration in Accounting

ACCOUNTING REQUIRED COURSES
Complete the following two courses:
ACCT 3401 Financial Reporting and Analysis 1 4 SH
ACCT 4501 Financial Reporting and Analysis 2 4 SH
ACCOUNTING ELECTIVE COURSES
Complete two courses from the following list:
- ACCT 3403 Accounting Information Systems 4 SH
- ACCT 3416 Strategic Cost Analysis for Decision Making 4 SH
- ACCT 4412 Auditing and Other Assurance Services 4 SH
- ACCT 4414 Income Tax Determination and Planning 4 SH

Concentration in Entrepreneurship and Innovation
Complete the following four courses:
- ENTR 2201 The Entrepreneurial Universe 4 SH
- ENTR 3301 Opportunity Assessment and Entrepreneurship Marketing 4 SH
- ENTR 3401 Small Business Management, Operations, and Growth 4 SH
- ENTR 4501 Venture Creation and Entrepreneurial Finance 4 SH
or ENTR 4503 Small Business Service and Retail Creation 4 SH

Concentration in Finance
FINANCE REQUIRED COURSES
Complete the following two courses:
- FINA 3301 Corporate Finance 4 SH
- FINA 3303 Investments 4 SH

FINANCE ELECTIVE COURSES
Complete two additional FINA courses.

Concentration in Management
MANAGEMENT REQUIRED COURSE
Complete the following course:
- MGMT 3303 Building Your Management Skills 4 SH

MANAGEMENT ELECTIVE COURSES
Complete three additional MGMT courses.

Concentration in Management Information Systems
MANAGEMENT INFORMATION SYSTEMS REQUIRED COURSES
Complete the following three courses:
- MISM 3403 Data Management and Information Analysis 4 SH
- MISM 3404 Business Data Communications 4 SH
- MISM 4501 Business Systems Integration 4 SH

MANAGEMENT INFORMATION SYSTEMS ELECTIVE COURSE
Complete one additional MISM course or one course from the following list:
- ACCT 3403 Accounting Information Systems 4 SH
- MKTG 4508 Electronic Marketing 4 SH
- SCHM 2201 Supply Chain Management 4 SH

Concentration in Supply Chain Management
Complete the following four courses:
- SCHM 2201 Supply Chain Management 4 SH
- SCHM 3301 Global Supply Chain Management 4 SH
- SCHM 3310 The Transportation Industries 4 SH
- SCHM 4401 Advanced Problems in Supply Chain Management 4 SH

BUSINESS GPA REQUIREMENT
A minimum 2.000 GPA in business courses is required.

NU CORE REQUIREMENTS
See page 26 for requirement list.

GENERAL ELECTIVES
Additional courses taken beyond college and major course requirements to satisfy graduation credit requirements.

COOPERATIVE EDUCATION

UNIVERSITY-WIDE REQUIREMENTS
128 total semester hours required
Minimum 2.000 GPA required