

REQUIREMENTS FOR THE BA DEGREE WITH A MAJOR IN:

Marketing

August 2017

GENERAL EDUCATION REQUIREMENTS

Category		# Credits	Specific Courses Required	Other
FirstBridge		8	Course offerings vary by semester.	Freshmen must take during their first semester.
Speaking the World	English	Up to 8	EN1010: College Writing EN2020: Writing & Criticism	Minimum grade of "C" required in each course. Placement above EN1010 or EN1020 or transfer from English-speaking university is possible.
	French	Up to 8	FR1100: Elementary French & Culture I FR1200: Elementary French & Culture II	Minimum grade of "C" required in each course. Placement above FR1100 or FR1200 is possible
Comparing Worlds		4	Courses coded GE100,GE115	Must simply pass course. Transfer is possible.
Mapping the World		4	Courses coded GE110,GE115	Must simply pass course. Transfer is possible.
Comparing Worlds OR Mapping the World		4	Courses coded GE100, GE110, GE115	Must simply pass course. Transfer is possible.
Modeling the World	Math	4	Any course coded GE120	Must simply pass course. Placement above or transfer is possible.
	Science	4	Any course coded GE130	Must simply pass course. Transfer is possible.

MAJOR REQUIREMENTS – 60 credits (Minimum grade of "C-" required in each course.)

Course Number	Course Name (<i>prerequisites</i>)
BA1020	Introduction to the Business Experience – 2 credits
MA1020	Applied Statistics I (<i>MA0900 or placement above</i>)
BA2001	Financial Accounting
EC2010	Principles of Microeconomics
BA2020	Management & Organizational Behavior
BA2040	Marketing in a Global Environment
BA3010	Corporate Finance (<i>BA1020 + MA1020 + BA2001 + EC2010</i>)
BA3012	Business Ethics and Corporate Social Responsibility (<i>BA1020 + BA2020 + junior standing</i>)
BA3040	Market Research (<i>MA1020, BA1020 + BA2040 + jr standing</i>)
BA3044	Consumer Behavior (<i>BA1020 + BA2040</i>)
CM3067	Advertising (<i>BA2040</i>)
BA3500	Business Information Systems (<i>BA2001 + junior standing</i>)
BA4045	International Marketing Seminar (<i>BA1020 + senior standing + marketing major</i>)
CM4048	Marketing Strategies for Brand Development (<i>BA2040</i>)
BA4050	Business Integration Capstone – 2 credits (<i>senior standing + IBA major</i>)
Elective	Choose any course coded BA

FREE ELECTIVES

Any courses desired – must complete a total of 128 credit hours to graduate.

HONORS

Majors with superior academic performance will be invited to participate in the departmental honors program, which affords outstanding students the opportunity to deepen and broaden their understanding of the business world and to accelerate their search for academic and professional excellence. Honors students are required to write and present a thesis in their senior year. Additional information is available from the IBA department chair.