

MARKETING CONCENTRATION, BACHELOR OF BUSINESS ADMINISTRATION - MKT

Major Requirements (54 hours)

| Code | Title | Credits |
|---|--|-----------|
| Required | | |
| BUAD 201 | Principles of Financial Accounting ¹ | 3 |
| BUAD 202 | Principles of Managerial Accounting ¹ | 3 |
| BUAD 221 | Principles of Management ¹ | 3 |
| BUAD 231 | Principles of Marketing ¹ | 3 |
| ECON 251 | Principles of Macroeconomics ¹ | 3 |
| ECON 252 | Principles of Microeconomics ¹ | 3 |
| BUAD 312 | Principles of Finance | 3 |
| BUAD 341 | Statistical Applications | 3 |
| BUAD 344 | Business Law I | 3 |
| BUAD 346 | Personal Ethics and Corporate Culture | 3 |
| BUAD 347 | Business Analytics | 3 |
| BUAD 446 | Strategic Management | 3 |
| Select one 300/400 level BUEC course | | 3 |
| Required Supporting Courses | | |
| MATH 114 | Introduction to Statistics | 3 |
| Concentration | | |
| Select at least 12 hours in of the following Concentration: | | 12 |
| Marketing Concentration (p. 1) | | |
| Total Credits | | 54 |

¹ A cumulative grade point average of 2.5 in the following six courses. Students are not allowed to retake courses in which they have received a grade of "C" or better in order to achieve the 2.5 requirement. Only courses with a grade of "C-" or below must be retaken. All grades are figured into the requirement. The calculation includes only SMC grades. No grade received outside SMC is included in the calculation.

Marketing Concentration

Marketing Concentration students must take at least 6 credits among four(4) core classes comprised of BUAD 331, BUAD 333, BUAD 334 and BUAD 433 and 6 credits from the remaining courses listed.

| Code | Title | Credits |
|----------|--------------------------------------|---------|
| BUAD 331 | Advertising and Promotion | 3 |
| BUAD 332 | Social Media Marketing | 1.5 |
| BUAD 333 | Marketing Research | 3 |
| BUAD 334 | Buyer Behavior | 3 |
| BUAD 335 | Supply Chain Marketing | 1.5 |
| BUAD 336 | Brand Management | 3 |
| BUAD 342 | New Venture | 3 |
| BUAD 345 | Business Communication | 3 |
| BUAD 390 | Topics in Business (approved topics) | 1-3 |

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|----------|---|---|
| BUAD 433 | Global Digital Marketing | 3 |
| BUAD 434 | Sales Management and Professional Selling | 3 |
| BUAD 437 | Artificial Intelligence Marketing | 3 |
| BUAD 438 | Service Marketing | 3 |

Advanced Writing Proficiency

To satisfy the Department of Business Administration and Economics Advanced Writing Proficiency requirement students must demonstrate writing proficiency in their chosen disciplines. This requires students to compile a portfolio of three items: a completed LinkedIn profile, accepted comprehensive project paper, and a reflection essay regarding personal lessons gleaned from team work on the comprehensive project.

Senior Comprehensive

B.A. in Economics

The Comprehensive Project in Economics requires successful completion of a major research paper as part of ECON 495 Senior Economics Seminar.

B.B.A.

The Comprehensive Project utilizes a case study format working with faculty mentors. It provides teams of students with an integrative group learning experience and tests technical competencies, problem solving and strategic analysis skills, an awareness of ethical issues, communication and interpersonal skills, and quantitative skills. The case also requires the team to consider international and intercultural ramifications. The project culminates with written and oral presentations to department faculty and peers.

Concentration in Marketing emphasizes the following student goals:

- Marketing concentration students will possess marketing knowledge meeting or exceeding requirements to begin a career in the marketing field or a related industry.
- Marketing concentration students will hold a clear understanding of the process and operations of marketing. Each will choose to focus among two of the following upper level required courses: marketing research, buyer behavior, advertising and promotions, and digital marketing. Others may be chosen as electives.
- A marketing concentration student, through the updated marketing curriculum, will be able to focus or broaden their knowledge via upper level electives.