

# Bachelor of Arts in Business -- 120 Credits

## Marketing Concentration

JBUS-BA / JBAMKT-SP (RG 0668)

### GENERAL EDUCATION REQUIREMENTS (RG 0288)

#### COMPETENCY AREAS - See Approved List of GenEd Courses

(RQL 1414-10, 20, 30)

WRITING	CR	Satisfied/Term
Engcmp 0003 or 0005	3	
Engcmp 0004 or 0006	3	
EngWrt 1192 Technical Writing	3	
<b>Requirement Satisfied</b>		

(RQ 0760)

SPEAKING (Select one option below)		
<b>Option A: Any 3 Speaking Enhanced Courses (RQL 0760-30)</b>		
	3	
	3	
	3	
<b>Option B: 1 course from each area below (RQL 0760-10, -20)</b>		
Any <u>Primary Speaking</u> Course		
	3	
Any <u>Speaking Enhanced</u> Course		
	3	

(RQ 0886)

BASIC ALGEBRA & QUANTITATIVE REASONING		
The following requirements may be satisfied through placement exams; UPJ courses, transfer or College in High School courses		
<b>Basic Algebra Requirement (RQL 0886-10)</b>	<b>CR</b>	<b>Satisfied/Term</b>
Satisfied by:		
<b>Quantitative Reasoning Requirement (RQL 0886-20)</b>		
Satisfied by:		

#### KNOWLEDGE AREAS - See Approved List of GenEd Courses

(RQL 0856-10 thru -50)

Social Science		
<b>Select one from each of the 5 disciplines</b>		
Anthropology	3	
Geography	3	
History	3	
Political Science	3	
Sociology	3	

(RQL 0853-10, 20, 30)

Natural Sciences		
Math 0121 Business Calculus		
or Math 0221 Analytic Geom & Calc 1	4	
Psy 0200 Intro to Psychology	3	
CS 0015 Intro to CS Programming	3	
CS 0016 Intro to CS Prog App	1	
Complete any GenEd course from Biology, Chemistry, Comp Sci, Geology, Math, Physics, or Psych		
	3	

(RQL 0725-50 thru -130)

Humanities - 12 credits minimum		
<b>Select one of the following options</b>		
<b>A. Select 1 course from 4 different disciplines</b>		
<b>B. Select 1 course from 3 different disciplines AND 1 follow-up course in any one of those 3</b>		
Communication		
English Literature		
English Writing		
Fine Arts		
Foreign Language		
Journalism		
Music		
Philosophy		
Theatre		
Follow-up course		

### MAJOR REQUIREMENTS (RG 0668)

(RQL 1374-10)

Required Courses		
Bus 0115 Accounting Principles 1	3	
Bus 0300 Principles of Finance	3	
Bus 0400 Bus Information Systems	3	
Bus 0500 Principles of Management	3	
Bus 0510 Principles of Marketing	3	
Econ 0105 Microeconomic Theory	3	
Econ 0115 Macroeconomic Theory	3	
Engwrt 1192 Technical Writing	3	
Stat 1040 Statistics for Bus/Econ	3	

(RQL 1374-20)

Required Economics Elective		
Econ elective	3	

(RQL 1374-30)

Required Senior Seminar		
Bus 1010 Bus Analysis & Modeling	3	

(RQL 1417-10)

Marketing Requirements		
Bus 1520 Organizational Behavior	3	
Bus 1535 Marketing Research	3	
Bus 1540 Leadership in Bus & Society	3	
Bus 1560 Marketing Management	3	

(RQL 1417-20)

Marketing Electives		
<b>Select 3 of the following courses</b>		
Bus 1575 Consumer Behavior	3	
Bus 1581 Sales Management	3	
Bus 1582 Internet Marketing	3	
Bus 1583 International Marketing	3	
Bus 1584 Product Management	3	
Bus 1585 Promotion Management	3	
Bus 1586 Pricing Management	3	
Bus 1587 Distribution Management	3	
Bus 1670 Marketing Special Topics	3	
Bus 1671 Marketing Internship	3	
Other possible courses with advisor permission		
Bus 1410 Database Management	3	
Bus 1412 Graphic Design	3	
Bus 1415 Web Design	3	
Bus 1681 Mgmt Special Topics	3	
<b>Requirement Satisfied</b>		

### FREE ELECTIVES

Free electives are the balance of credits required for graduation (120) that are not used to satisfy competencies, knowledge areas, major requirements, electives, or any related area required by the department.


#### IMPORTANT INFORMATION:

This sheet is an unofficial representation of the major requirements and the information is subject to change. It is not an official record of academic progress and should not be treated as such. Official degree information can only be obtained through the Division Office or the Office of the Registrar.