

# BACHELOR OF SCIENCE – MARKETING BUSINESS ADMINISTRATION MINOR

2024 – 2025

Foundations for Success <sup>1</sup>		5 courses
FDS100	Falcon Discovery Seminar	3 cr.
CS100	Solving Business Problems with Information Technology	3 cr.
MA105, 105L or 107, 107L, 131, 131L	Mathematical Sciences	3 cr.
EMS101, 101L or 102, 102L	Critical Reading and Writing	3 cr.
EMS104 or EMS105	Multimodal Communication	3 cr.

MAJOR: Marketing <sup>1</sup>		8 courses
MK250	Marketing Essentials <sup>6</sup>	3 cr.
MK321	Consumer Behavior	3 cr.
MK322	Marketing Research	3 cr.
MK400	Strategic Marketing Management <sup>2</sup>	3 cr.
	Concentration Elective <sup>3</sup>	3 cr.
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Business Dynamics <sup>1,5,6</sup>		6 courses
LA100	Business Law	3 cr.
EC111	Principles of Microeconomics	3 cr.
ST113	Business Statistics	3 cr.
AC115	Financial Reporting and Analysis	3 cr.
MG116	Human Dynamics in Organizations	3 cr.
FI118	Introduction to Finance	3 cr.

The Business Environment <sup>1,6</sup>		2 courses
CS305	Business Processes and Systems	3 cr.
MG300	Strategic Management	3 cr.

**For the most up-to-date requirements, please refer to your Degreeworks Audit.**

Context & Perspectives <sup>1</sup>		6 courses
<i>See notes on page two</i>		
<b><i>Institutions and Power</i></b>		3 cr.
<b><i>Values, Ethics and Society</i></b>		3 cr.
<b><i>Scientific Inquiry</i></b>		3 cr.
<b><i>Race, Gender and Inequality</i></b>		3 cr.
<b><i>Culture, Change, and Behavior</i></b>		3 cr.
<b><i>Globalization</i></b>		3 cr.

Elective Requirements <sup>4</sup>		13 courses
	Arts & Science Elective	3 cr.
	Arts & Science Elective	3 cr.
	Arts & Science Elective	3 cr.
	Arts & Science Elective	3 cr.
	Arts & Science Elective	3 cr.
	Unrestricted Elective	3 cr.
	Unrestricted Elective	3 cr.
	Unrestricted Elective	3 cr.
	Unrestricted Elective	3 cr.
	Unrestricted Elective	3 cr.
	Unrestricted Elective	3 cr.
	Unrestricted Elective	3 cr.
	Unrestricted Elective	3 cr.

Intensive Requirements	
	Communication

Notes:



**Prerequisite/Corequisite Structure**

<b>Courses</b>	<b>Prerequisite/Corequisite</b>
MK250	-
MK321	MK250
MK322	MK250 & (Pre- or Co-Req) ST113
MK400	MK250, 2 other MK courses, and at least 81 completed and in-progress credits
MK/PRS Electives	Vary by course
MK Related Electives	Vary by course

**Footnotes:**

<sup>1</sup> These courses may not be taken as Pass/Fail.

<sup>2</sup> MK400 serves as the senior capstone and requires the prior completion of 2 MK courses (6 credits). This course should be taken senior year.

<sup>3</sup> **Students must choose one of the following concentrations: General Marketing or Digital Marketing.**

<sup>4</sup> The Electives Guidelines are available in the Academic Catalogue.

<sup>5</sup> These courses comprise the Business Administration Minor.

<sup>6</sup> These courses along with the following courses: EC112, AC215, MG215, and MG313 are required to complete the Business Administration Major.

<b>General Marketing</b>	<b>Digital Marketing</b>
3 MK or PRS courses not otherwise required can fulfill the MK elective requirements 1 Marketing-Related Elective (Any Business Elective) <sup>4</sup>	MK361 Digital Marketing MK362 Digital Marketing Analytics MK363 AI and Marketing Select one of the following: XD230 Fundamentals of Content Development XD240 Fundamentals of Design XD370 Web Design I: Information Design, Principles and Practices

**Additional Notes:**

**Context & Perspectives**

- **Students must take 1 course in each of the 6 themes** of Context and Perspectives. Courses are unique to each theme; no course can satisfy more than one theme.
- **No more than two (2) courses may be taken from any one academic department**, including departments with two or more course designators, for example, Natural and Applied Sciences (NAS, PSY).
- **Any number of courses** can be shared with majors or minors, but a single course cannot count for both a major and a minor. Additionally, a single course may not count in more than one minor.
- Courses that satisfy the Contexts & Perspective requirements **may not satisfy any of the required Arts and Science electives.**
- Context and Perspective courses **may count for the Modern Language requirement for BA majors.**
- Context and Perspective courses **may not count for Arts and Science or Unrestricted electives for both BA and BS majors.**

**Course Sharing Rules**

- **Up to three courses** may be shared across different majors.
- **No courses** may be shared between any major and any minor.
- **No courses** may be shared between any minors.
- **A single course** of any kind can be shared up to three times:
  - Example 1: If a student has three majors, a single course can count for all three majors.
  - Example 2: If a student has two majors, a single course could count for a Context & Perspectives course and both majors.