

BACHELOR OF BUSINESS ADMINISTRATION DEGREE

MARKETING

2023-2024 Catalog

Total Degree Requirements 120 hours

NAME _____

UA/GA _____ GRAD DATE _____

DSU ID# _____ ADVISOR _____

BAN _____ GPA _____

Evaluated by _____ Date _____

DBASE _____ HON _____

GENERAL EDUCATION REQUIREMENTS 39-41				
COURSE	SUB/TR	SEM	HRS	GR
ENG 101 Eng Comp			3	
ENG 102/200 Eng Comp			3	
*ENG LIT- ENG 201, 203, 205 or 206			3	
HIS 101,102,103,104,201, or202			3	
**FINE ARTS			3	
PHI 201 or any ENG LIT, HIS, or FINE ART not already taken above			3	
MAT 104 College Algebra (C or better required)			3	
***LAB Science			3	
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ECO 210 Intro to Macroeconomics			3	
ECO 211 Intro to Microeconomics			3	
CIS 205 Micro Applications			3	
COM 101 or 202			3	

*Transfer credit for most lit courses will count for this requirement

**Select one art, music, or theater appreciation, history, or intro course

***BIO 100, 110, 123; CHE 101, 102, 110; PHY 105, 110, 115;

GIS 202

COURSE	SUB/TR	SEM	HRS	GR
University Requirement FYS 100/300			1	

SPECIAL DEGREE REQUIREMENTS 6				
*GBA 204 Quant Methods for Business			3	
PSY 101 Gen Psychology OR				
SOC 101 Intro to Sociology			3	

*Grade of 'C' or higher in MAT 104 is prerequisite

BUSINESS CORE 42				
Overall GPA on Business Core must be 2.0 or better				
ACC 220 Financial Accounting I			3	
ACC 320 Managerial Acct			3	
CIS 300 Mgmt Info Systems			3	
FIN 300 Business Finance			3	
GBA 203 Bus Communicat			3	
MKT 300 Marketing Principles			3	
GBA 220 Legal Env of Bus			3	
MGT 200 Statistics			3	
MGT 300 Prin of Management			3	
MGT 327 Human Resources Mgmt			3	
MGT 342 Operations Mgt			3	
MGT 435 International Business			3	
MGT 487 Business Analytics			3	
MGT 499 Strategic Mgt			3	

MARKETING 24				
COURSE	SUB/TR	SEM	HRS	GR
MKT 321 Personal Selling			3	
MKT 358 Consumer Behavior			3	
MKT 388 Business Research Methods			3	
MKT 475 International Marketing			3	
MKT 499 Marketing Mgt			3	
Marketing Elective			3	
Marketing Elective			3	
Marketing Elective			3	

GENERAL ELECTIVES 6-8			
COURSE	GR/HR	COURSE	GR/HR

Updated 11/3/2023