

# Marketing Emphasis

Bachelor of Science in Business Administration, BS BA



## Semester 1

Course	Credits	Grade	✓
ENGL 101: Composition & Rhetoric I	3	C*	<input type="checkbox"/>
General Education Course (BGEN 105 recommended)	3		<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>
General Education Course	2-3		<input type="checkbox"/>
UNIV 100: CU Foundations	1		<input type="checkbox"/>

15-16

## Semester 2

Course	Credits	Grade	✓
ENGL 102: Composition & Rhetoric II	3	C*	<input type="checkbox"/>
MATH 103: College Algebra	3		<input type="checkbox"/>
Select Course from List 1 (BGEN 222 recommended)	3		<input type="checkbox"/>
General Education Course (BGEN 205 recommended)	3		<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>

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## Semester 3

Course	Credits	Grade	✓
Select Course from List 1	3		<input type="checkbox"/>
Select Course from List 1	3		<input type="checkbox"/>
Select Course from List 1	3		<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>
General Education Course	3-4		<input type="checkbox"/>

15-16

## Semester 4

Course	Credits	Grade	✓
Select Course from List 1	3		<input type="checkbox"/>
Select Course from List 1	3		<input type="checkbox"/>
Select Course from List 1	3		<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>
General Education Course	4		<input type="checkbox"/>

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### The Bachelor of Science in Business Administration

degree with Marketing emphasis is designed to offer the student a general business education with the aim of developing a career in the field of marketing. The marketing area of emphasis provides students with comprehensive exposure for career options within many branches of marketing, including: advertising, sales, marketing management, retailing, marketing research, and product management.



### MILESTONE COURSES

Courses marked as Milestone Courses are crucial for staying on track to complete your degree in four years. Take them in the recommended semester to stay on track! If you see a recommended minimum grade, this is the grade you need to earn to have the best chance for success in this degree! Grades marked with an asterisk are required to pass.

### Helpful Hints

- Use this plan in consultation with your Academic Advisor.
- Semester 1—BGEN 105: Introduction to Business is recommended, however, you may choose a different course to fulfill this Gen Ed category. Discuss with your advisor.
- When selecting courses from List 1, 2, or 3, ensure you have completed any prerequisite(s).
- List 1 Courses:
  - ACCT 205: Principles of Accounting I
  - ACCT 206: Principles of Accounting II
  - BGEN 202: Decision Sciences I
  - BGEN 222: Business Productivity Software
  - ECON 203: Principles of Microeconomics
  - ECON 204: Principles of Macroeconomics
  - MKT 305: Principles of Marketing

## Semester 5

Course	Credits	Grade	✓
MKT 340: Marketing Research (fall only)	3		<input type="checkbox"/>
Select Course from List 2	3		<input type="checkbox"/>
Select Course from List 2	3		<input type="checkbox"/>
Select Course from List 2	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
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## Semester 6

Course	Credits	Grade	✓
MKT 316: Advertising & Sales Promotion (spring only)	3		<input type="checkbox"/>
MKT 320: Sales (spring only)	3		<input type="checkbox"/>
BGEN 335: Decision Sciences II	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
	<b>15</b>		

## Semester 7

Course	Credits	Grade	✓
MKT 406: Consumer Behavior (fall only)	3		<input type="checkbox"/>
Select Course from List 3	3		<input type="checkbox"/>
Select Course from List 3	3		<input type="checkbox"/>
Business/Marketing Elective	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
	<b>15</b>		

## Semester 8

Course	Credits	Grade	✓
MGT 465: Strategic Management	3		<input type="checkbox"/>
MKT 445: Marketing Management (spring only)	3		<input type="checkbox"/>
Business/Marketing Elective	3		<input type="checkbox"/>
Elective/Minor	3		<input type="checkbox"/>
Elective/Minor	2		<input type="checkbox"/>
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## ADVISING

When you choose to pursue this degree, you will be assigned an advisor who is an expert in the field of Marketing. This advisor can help you with course selection, career planning, resume building, and with tracking your path to degree completion.

## CAREERS

Social Media  
Sales Manager  
Brand/Product Management  
Advertising Manager

## STUDENT ORGANIZATIONS

Student Government Association

## COMPLEMENTARY MINORS

Communication  
Advertising/Graphic Design  
Entrepreneurship

## Helpful Hints

- List 2 Courses:  
**BGEN 301:** Principles of Business Law  
**FIN 311:** Principles of Managerial Finance  
**MGT 305:** Principles of Management
- List 3 Courses:  
**BGEN 412:** International Business  
**MGT 410:** Business Ethics and Social Responsibility
- BGEN 335 is a challenging quantitative course. It is recommended to complete during your junior year.
- You must take two (2) Marketing Electives. Discuss with your advisor which courses align with your career goals and when they will be offered.
- To Graduate, you need to complete 120 hours. With thoughtful planning you may complete a second business emphasis and/or a minor. Work closely with your advisor to plan accordingly