

# Bachelor of Science in Business Administration: **MARKETING MAJOR**

## 2022-2023 Major and General Education Requirements

All students must complete at least 120 semester credits including major, general education, and elective credits.  
Unless a higher grade is specified, all major requirements, prerequisite, and general education courses must be completed with a C- or better.

MAJOR REQUIREMENTS		
PRIMARY LOWER CORE (PLC)		
Students must earn a C- or better in each PLC course and have a 2.0 LPC GPA and a minimum of 60 credits to be admitted to a business major.		
Required Courses		Credits
_____ WRIT 101	College Writing I	3
_____ _____	Approved Math Course – see right column (Prereq to ACTG 202)	3-4
_____ _____	Approved Statistics Course – see right column for list	3-4
_____ BMIS 270*	MIS Foundations for Business	3
_____ ECNS 201S	Prin. of Microeconomics	3
_____ ACTG 201	Prin. of Financial ACTG (Prereq to ACTG 202)	3
_____ ACTG 202*	Prin. of Managerial ACTG	3
_____ BGEN 222*	Bus. Models & Operations	3
_____ BGEN 105S	Intro to Business – Business Safari	3
<b>SUBTOTAL</b>		<b>27-29</b>
SECONDARY LOWER CORE (SLC) ***		
Students are advised to complete the SLC in the freshman/sophomore years.		
Required Courses		Credits
_____ COMX 111A	Introduction to Public Speaking	3
_____ ECNS 202S	Prin. of Macroeconomics	3
_____ BGEN 220E	Business Ethics & Social Responsibility	3
<b>SUBTOTAL</b>		<b>9</b>
UPPER CORE***		
Required Courses		Credits
_____ BFIN 322	Business Finance	3
_____ BGEN 361	Principles of Business Law	3
_____ BGEN 341	People, Process, & Tech I	3
_____ BGEN 342	People, Process, & Tech II	3
_____ BMKT 325	Principles of Marketing	3
<b>SUBTOTAL</b>		<b>15</b>
CAPSTONE		
Required Courses		Credits
_____ BGEN 499	Strategic Management	3
***Required: Senior major in business status with all secondary lower core and upper-core classes completed with a "C-" or better. EITHER THE FIRST OR SECOND SEMESTER OF STUDENT'S SENIOR YEAR. <b>Capstone must be taken at UM.</b>		
MARKETING MAJOR		
Required Courses		Credits
_____ BGEN 360	International Business	3
_____ BMKT 337*	Consumer Behavior	3
_____ BMKT 342*	Marketing Research	3
_____ BMKT 420*	Integrated Online Mktg	3
<b>Plus 12 credits from the following: *^</b>		
_____ BMKT 440*	Marketing Analytics	3
_____ BMKT 482*	Telling Stories with Data	3
_____ BMKT 491*	Special Topics	1-6
_____ BMKT 483	Digital Media Execution	3
_____ BMIS 326*	Intro to Data Analytics	3
_____ BMKT 498	Marketing Internship	3
_____ BMGT 401	Event Management	3
_____ BMGT 402	Entertainment MGMT I	3
_____ BMGT 403	Entertainment MGMT II	3
_____ BMGT 410*	Sustainable Business Practices	3
_____ BGEN 445*	Sustainability Reporting	3
_____ BMGT 467*	Global Ops & Supply Chain MGMT	3
_____ BMGT 493	International Exp. In Business	1-6
<b>SUBTOTAL</b>		<b>24</b>
^Non-business MKTG electives available – See Catalog for list		
Note: At least 6 credits must come from BMKT 440, BMKT 482, BMKT 491, BMKT 483, BMIS 326		
Up to 6 credits of BMGT 493 can count towards elective requirement		
Up to 6 credits of BMKT 491 can count towards elective requirement		
Up to 3 credits of BMKT 498 can count towards elective requirement		
* See prerequisites on back of this sheet		
<b>TOTAL Required for MKTG Major</b>		<b>78 – 80</b>

GENERAL EDUCATION REQUIREMENTS		
WRITING		
<b>A) Introductory writing course</b>		
_____ WRIT 101		3
<b>B) Intermediate writing course</b>		
_____ _____		3
<b>C) Advanced writing course</b>		
_____ BGEN 499		3
MATH: Choose one from the list below		
_____ M 115/121/151/162		3-4
SYMBOLIC SYSTEMS/FOR. LANGUAGE: Choose one from the list below		
_____ STAT 216/SOCI 202/PSYX 222/FORS 201		3-4
GROUPS		
* Students must take at least three credits in each perspective.		
* 6 credits are required in Natural Science including one lab.		
* One course may meet two different group requirements. See Cyberbear.		
<b>EXPRESSIVE ARTS (A)</b>		
_____ _____	COMX 111A	3
<b>LITERARY AND ARTISTIC STUDIES (L)</b>		
_____ _____		3
<b>HISTORICAL AND CULTURAL STUDIES (H)</b>		
_____ _____		3
<b>SOCIAL SCIENCES (S)</b>		
_____ _____	ECNS 201S	3
<b>ETHICS (E)</b>		
_____ _____	BGEN 220E	3
<b>DEMOCRACY AND CITIZENSHIP (Y)</b>		
_____ _____		3
<b>CULTURAL AND INTERNATIONAL DIVERSITY (X)</b>		
_____ _____		3
<b>NATURAL SCIENCE (N) including one lab</b>		
_____ _____		3
_____ _____		3
Additional requirements for all UM Business Students:		
_____ At least 60 credits must be earned in Business classes. [ECNS Courses can count here.]		
_____ At least 39 credits must be earned in upper-division courses.		
_____ At least 120 credits are required to graduate.		
_____ At least 30 credits of the last 45 credits must be taken at UM		
_____ 30 credits in business AND certain business classes must be taken at UM.		
_____ 2.0 GPA overall at UM, in business, and in the major.		