

**BACHELOR OF BUSINESS ADMINISTRATION (MARKETING)
DEGREE PROGRAM REQUIREMENTS**

General Education/Core Curriculum	42 SCH
College of Business students must complete PSYC 1113 and MISY 1013 to satisfy the University core behavioral/social science and computing requirement.	
General Education Supplement for Marketing Majors	21 SCH
MATH 1153, 2153.....	6 SCH
ECON 2113, 2123, ECON Elective.....	9 SCH
MGMT 3013.....	3 SCH
MGMT 2203.....	3 SCH
General Education Total	63 SCH
College Requirements	33 SCH
ACCT 2113, 2123.....	6 SCH
BCOM 3303.....	3 SCH
BLAW 2203.....	3 SCH
FINA 3103.....	3 SCH
MGMT 1013, 3103, 4303, 4333.....	12 SCH
MRKT 3103.....	3 SCH
Major Area Requirements	27 SCH
MRKT 3333, 4343, 4393, 4413, 4493 and 9 SCH of Marketing electives. MGMT 3333, 3343, 4383, and 4413 also serve as electives; 3 SCH of unrestricted elective.	
Total Degree Requirements	123 SCH