

Bachelor of Science in Business Administration - Marketing

LIBERAL STUDIES REQUIREMENTS (46-49 credits)				
See Liberal Studies Guide for Goal and Enrichment choices				
GOAL COURSE REQUIREMENTS				
Complete Goal requirements as indicated below (40-41 credits)				
✓	Course	Title	Cr	Gr
Basic Requirements- ENGL101&103 required if student entered SRU prior to Fall 2011. ENGL102 required if student entered SRU Fall 2011 forward.				
	ENGL 102	College Writing	3	
	COMM 200	Public Speaking★	3	
	ENGL 210	Interpreting Literature★	3	
The Arts				
	Goal		3	
Global Community (see Liberal Studies Guide for details)				
	Goal – Non-US		3	
	Goal – Non-US		3	
	Goal – US		3	
Human Institutions/Interpersonal Relationships				
	Goal		3	
Science, Technology & Math				
	Goal – Sci		3	
	Goal – Sci		3	
	Lab – Sci		0-1	
	MATH 123 or MATH 225	Intro to Applied Calculus★◇ or Calculus I★◇	3 or 4	
Challenges of the Modern Age				
	Goal		3	
ENRICHMENT COURSE REQUIREMENTS				
Choose one course from three of the following Enrichment areas. (9 credits)				
The Arts				
Global Community				
	ECON 201	Principles of Macroeconomics◇	3	
Human Institutions/Interpersonal Relationships				
	ECON 202	Principles of Microeconomics◇	3	
Science, Technology & Math				

OTHER BASIC REQUIREMENTS				
Check with your advisor or a current degree audit report to see if you have been exempted from this course. The credit earned in this course will not be counted toward the 120 credit hour minimum needed to earn a degree.				
	ACSD 110	Beginning Algebra	3	

COMPUTER COMPETENCY (for students entering Fall 2008 and after)				
Students must demonstrate "computer competency" by:				
	Passed Exam	Pass Computer Competency Exam at SRU Orientation		
OR	CPSC _____	Complete one of the following courses: CPSC 100, 110, 130, 210 or PE 202 at SRU or another post-secondary institution	3	

IMPORTANT CURRICULUM GUIDE NOTES

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisors to ensure accurate progress towards degree completion. *The information on this guide is current as of the date below. Students are responsible for curriculum requirements at the time of enrollment at the University.*

- ★ Indicates this course may have a prerequisite. Refer to the Undergraduate Online Catalog.
- ◇ Indicates this course may count as a Major Requirement and a Liberal Studies Requirement, but you will only receive credit once towards your 120 credit total.

Student's Name: _____ Date: _____

Advisor's Name: _____

MAJOR REQUIREMENTS (63 credits)				
✓	Course	Title	Cr	Gr
Basic Core Courses (39 credits)				
	ECON 201	Principles of Macroeconomics◇	3	
	ECON 202	Principles of Microeconomics◇	3	
	ACCT 209	Financial Accounting	3	
	ACCT 210	Managerial Accounting★	3	
	ECON 219 or MGMT 219	Business Statistics	3	
	MGMT 320	Operations Management I★	3	
	MRKT 330	Principles of Marketing	3	
	MGMT 351	Organizational Behavior	3	
	FIN 303	Global Business ★	3	
	FIN 320	Managerial Finance★	3	
	ACCT 340	Legal Environment or Business I	3	
	MGMT 458	Integrated Business Policy★	3	
	MGMT 365 or CPSC 365	Management Info Systems★	3	
Required Computer Science Course (3 credits)				
	CPSC 210	Productivity Software	3	
Required Math Course (3 credits)				
	MATH 123 or MATH 225	Introduction to Applied Calculus★◇ or Calculus I★◇	3 or 4	
Required Marketing Courses (15 credits)				
	MRKT 332	Business Marketing ★	3	
	MRKT 333	Consumer Behavior★	3	
	MRKT 430	Marketing Research★	3	
	MRKT 431	Marketing Seminar★	3	
	MRKT 437	International Marketing★	3	
Marketing Elective – select one of the following: (3 credits)				
	MRKT 331	Distribution Management ★	3	
	MRKT 334	Advertising Management ★	3	
	MRKT 335	Retail Management ★	3	
	MRKT 336	Sales Management ★	3	
	MRKT 338	E-Commerce ★	3	
	MGMT 352	Operations Management II★	3	
	MGMT 360	Total Quality Management★	3	
	MGMT 370	Sustainable Entrepreneurship and Innovation★	3	
	MRKT 390	Experimental	3	
	MRKT 450	Internship	3-12	
	MGMT459	Sustainable Business Consulting	3	
	MRKT 490	Independent Study	1-3	

ELECTIVES (10-11 credits)				
(Major Electives, Other Liberal Studies Electives, Free Electives)				

QPA REQUIREMENT
2.5 or higher Major QPA
2.0 or higher Overall QPA



MARKETING - BSBA
Effective Spring 2012 to present
Enrollment Services
Revised 11-2011