



Major: Business Administration and Economics, Marketing Concentration

Required Courses:

Course number	Course title	Credit hours
BUS 2002	Organizational Behavior and Management	4
BUS 2003	Marketing	4
BUS 2401	Advancing with Excel	4
BUS 2720	Descriptive Business Analytics	4
Choose one of these courses: BUS 3350 BUS 3360	Personal Selling Marketing Research	4
BUS 3400	Financial Management	4
BUS 3600	The Legal Environment of Business	4
BUS 3800	Internship	4
BUS 3910	Careers in Business I	1
BUS 3920	Careers in Business II	1
BUS 4210	International Business	4
Choose one of these courses: BUS 3320 BUS 4303	Advertising and Promotion Management Digital Marketing	4
BUS 4900	Business Policy and Strategy	4
BUS 4910	Careers in Business III	1
BUS 4920	Careers in Business IV	1
ECO 1050	Principles of Economics	4
ECO 3250	Current Economic Issues	4

Required Related Courses:

Course number	Course title	Credit hours
ACC 1102	Financial Accounting	4
ACC 1104	Managerial Accounting	4
ECM 2440	Successful Communication at Work	4
Choose one of these courses: MAT 2020 MAT 2060	Operations Research Calculus I	4

Total minimal hours = 72 for B.S. degree