



Major: Business Administration and Economics with Concentration in Marketing

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:		4
BUS 3320	Advertising and Promotion Management	
BUS 4303	Digital Marketing	
Choose one of these courses:		4
BUS 3350	Personal Selling	
BUS 3360	Marketing Research	
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
BUS 4900	Business Policy and Strategy	4
BUS 4910	Careers in Business III	1
BUS 4920	Careers in Business IV	1
ECO 2200	Principles of Microeconomics	4
ECO 2300	Principles of Macroeconomics	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:		4
MAT 2020	Operations Research	
MAT 2060	Calculus I	

Total hours = 72 for B.S. degree