

Degree Requirements
 COLLEGE OF BUSINESS ADMINISTRATION
 Bachelor of Science in Marketing

General Education Requirements			
Course Name/ #	Credit Hours	Course Name/#	Credit Hours
English		BIOS or same as other Physical Science	3
ENGL 1157	3	Humanities	
ENGL 1158 or 1159 ¹	3	(FTCA 2650, FTCA 2660, ENGL, FORL, HIST, PHIL, WGS) ²	6
Mathematics		ENGL Literature	3
MATH 1115 or 1125 or higher	3	Social Sciences	
MATH 2785 or 2314	3	ECON 1203	3
Science		Social Science Elective (ANTH, PSYC or SOC) ²	3
BIOS	3	Arts (Fine Arts, Music, FTA except 2650, 2660) ²	3
Other Physical Science	3		
Total			39

Other Requirements			
Course Name/ #	Credit Hours	Course Name/#	Credit Hours
ACCT 2100, 2130	6	MANG 2790, 3401, 3402, 4480	12
BA 2780, 3010	6	QMBE 2786, 2787	4
ECON 1204	3	Business Elective	3
FIN 3300	3	Electives	14
Total			51

Course Requirements for Major			
Course Name/ #	Credit Hours	Course Name/#	Credit Hours
MKT 3501 ¹	3	MKT 4590 ¹	3
MKT 3505 ¹	3	MKT Electives 3000 or higher ¹	9
MKT 3510 ¹	3	Business Electives	6
MKT 4580 ¹	3		
Total			30

Sales Concentration	
Course Name/#	Credit Hours
MKT 3515 ¹	3
MKT 3530 ¹	3
MKT 3580 ¹	3
Total	9

Total Credit Hours Required
120

¹ "C" or better required

² Check General Education Courses to confirm what courses fulfill this requirement.