

B.B.A. Marketing

Program: Business Administration

Type: B.B.A.

Business Core Courses

Required of all BBA students.

**BUAD 202 is required of all Freshman BBA majors. Junior level transfer students may substitute a business elective for this class with approval from their advisor. Southwestern students who are changing from another major to a BBA are also required to take BUAD 202 unless their advisor recommends an alternative.*

Item #	Title	Credits
ACCT 211	Accounting Principles I	3
ACCT 212	Accounting Principles II	3
BUAD 202	Introduction to Contemporary Business	3
BUAD 211	Profiles of Entrepreneurship	3
BUAD 270	Management Information Systems	3
BUAD 301	Principles of Management	3
BUAD 311	Business Law	3
BUAD 460	Ethics and Business Social Responsibility	3
	BUAD 466 or ECON 401	3
BUAD 472	Business Policies and Strategies	3
ECON 211	Macroeconomics	3
ECON 212	Microeconomics	3
FNCE 321	Business Finance	3
IBUS 319	International Business	3
MKTG 343	Principles of Marketing	3
	Sub-Total Credits	45

Marketing Core

Item #	Title	Credits
MKTG 350	Consumer Behavior	3
MKTG 351	Advertising	3
MKTG 443	Marketing Research	3
	Marketing Electives	9
	Sub-Total Credits	18

Cognate Requirements

**COMM 111 or COMM 113 may be taken as an alternative to BUAD 317 and also fulfill the communication competency requirement.

Item #	Title	Credits
BUAD 317	Business Communication	3
CSIS 106	Comprehensive Spreadsheets	3
MATH 141	Introduction to Probability and Statistics	3
	Sub-Total Credits	9
	Total credits for degree:	72