Marketing

Bachelor of Science in Business Administration

CONCORD U

Semester 1

Course	Credits	Grade		✔
ENGL 101: Composition & Rhetoric I	3	C*	⚑	☐
General Education Course (BGEN 105 recommended)	3			☐
General Education Course	3			☐
General Education Course	3			☐
General Education Course	3			☐
UNIV 100: CU Foundations	1			☐

16

Semester 2

Course	Credits	Grade		✔
ENGL 102: Composition & Rhetoric II	3	C*	⚑	☐
MATH 103: College Algebra	3		⚑	☐
Select Course from List 1	3			☐
General Education Course	2-3			☐
General Education Course	3			☐

14-15

Semester 3

Course	Credits	Grade	✔
Select Course from List 1	3		☐
Select Course from List 1	3		☐
Select Course from List 1	3		☐
Select Course from List 1	3		☐
General Education Course	3-4		☐

15-16

Semester 4

Course	Credits	Grade	✔
Select Course from List 1	3		☐
Select Course from List 1	3		☐
Select Course from List 1	3		☐
General Education Course	3		☐
General Education Course	3-4		☐

15-

The **Bachelor of Science in Business Administration** degree with Marketing emphasis is designed to offer the student a general business education with the aim of developing a career in the field of marketing. The marketing area of emphasis provides students with comprehensive exposure for career options within many branches of marketing, including: advertising, sales, marketing management, retailing, marketing research, and product management.

MILESTONE COURSES
Courses marked as Milestone Courses are crucial for staying on track to complete your degree in four years. Take them in the recommended semester to stay on track! If you see a recommended minimum grade, this is the grade you need to earn to have the best chance for success in this degree! Grades marked with an asterisk are required to pass.

Helpful Hints

- Use this plan in consultation with your Academic Advisor.

- Semester 1—BGEN 105: Introduction to Business is recommended, however, you may choose a different course to fulfill this Gen Ed category. Discuss with your advisor.

- When selecting courses from List 1, 2, or 3, ensure you have completed any prerequisite(s).

- List 1 Courses:
  ACCT 205: Principles of Accounting I
  ACCT 206: Principles of Accounting II
  BGEN 202: Decision Sciences I
  BGEN 205: Fundamentals of Business Communication
  BGEN 222: Business Productivity Software
  ECON 203: Principles of Microeconomics
  ECON 204: Principles of Macroeconomics
  MKT 305: Principles of Marketing

Semester 5

Course	Credits	Grade	✔
MKT 340: Marketing Research	3	🏴	☐
Select Course from List 2	3		☐
Select Course from List 2	3		☐
Select Course from List 2	3		☐
Elective/Minor	3		☐
	15		

Semester 6

Course	Credits	Grade	✔
MKT 316: Advertising & Sales Promotion	3		☐
MKT 320: Sales	3		☐
BGEN 335: Decision Sciences II	3	🏴	☐
Elective/Minor	3		☐
Elective/Minor	3		☐
	15		

Semester 7

Course	Credits	Grade	✔
MKT 406: Consumer Behavior	3		☐
Select Course from List 3	3		☐
Select Course from List 3	3		☐
Marketing Elective	3		☐
Elective/Minor	3		☐
	15		

Semester 8

Course	Credits	Grade	✔
MGT 465: Strategic Management	3		☐
MKT 445: Marketing Management	3		☐
Marketing Elective	3		☐
Elective/Minor	3		☐
Elective/Minor	2		☐
	14		

You're FINISHED!!

ADVISING

When you choose to pursue this degree, you will be assigned an advisor who is an expert in the field of Marketing. This advisor can help you with course selection, career planning, resume building, and with tracking your path to degree completion.

CAREERS
Social Media
Sales Manager
Brand/Product Management
Advertising Manager
Purchasing/Buying Manager

STUDENT ORGANIZATIONS
Student Government Association

COMPLEMENTARY MINORS
Communication
Legal Studies
Psychology

Helpful Hints

- List 2 Courses:
    BGEN 301: Principles of Business Law
    FIN 311: Principles of Managerial Finance
    MGT 305: Principles of Management

- List 3 Courses:
    BGEN 412: International Business
    MGT 410: Business Ethics and Social Responsibility

- You must take two (2) Marketing Electives. Discuss with your advisor which courses align with your career goals and when they will be offered.