

B.S.B.A. in Marketing

Program Description

The Bachelor of Science in Business Administration (B.S.B.A.) in Marketing degree builds skills that help organizations succeed in a competitive business environment. The program covers knowledge and skills needed by marketing professionals.

Delivery Mode

Traditional (on campus)

Curriculum

Course	Credits
General Education Courses	40 or 41
<i>Building a Sense of Community</i> UNI 100 First-Year Seminar	1
<i>Composition</i> ENG 101 English Composition I	3
<i>Public Speaking</i> CDC 101 Public Speaking	3
<i>Mathematics and Quantitative Literacy</i> MAT 181 College Algebra	3
<i>Health and Wellness</i> Any Health and Wellness Course	3
<i>Technological Literacy</i> MIS 201 Management Info Systems	3
<i>Humanities</i> Any Humanities Course	3
<i>Fine Arts</i> Any Fine Arts Course	3
<i>Natural Sciences</i> Any Natural Science Course	3
<i>Social Sciences</i> PSY 100 General Psychology	3
<i>General Education Options</i> <ul style="list-style-type: none"> • Any Ethics and Multicultural Awareness Emphasis Course • ENG 211 Business Writing OR ENG 102 Composition II • MAT 225 Business Statistics • BUS 281 Management Science I 	12

Department of Business, Economics and Enterprise Sciences

Course	Credits
Business Core Courses	30
ACC 200 Financial Accounting	3
ACC 321 Managerial Accounting	3
BUS 242 Business Law I	3
BUS 381 Management Science II	3
BUS 499 Integrated Strategic Capstone	3
ECO 201 Principles of Microeconomics	3
ECO 202 Principles of Macroeconomics	3
FIN 301 Financial Management	3
MGT 300 Principles of Management	3
MKT 300 Principles of Marketing	3
Required Major Courses	18
MKT 320 Principles of Selling	3
MKT 341 Non-profit Marketing	3
MKT 351 Advertising Mgt	3
MKT 401 Marketing Mgt	3
MKT 421 Consumer Behavior	3
MKT 431 Marketing Research	3
Related Electives	9
MKT 492 Marketing Internship	3
ACC, BUS, ECO, FIN, HRM, MGT, MIS or MKT courses, 300-level or above not already included in the "Business Core Courses" or "Required Major Courses" above	6
Required Minor/Certificate*	12
Free Electives	10 to 11
Total	120

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Additional requirements, not counted toward the General Education requirements, include:

- **Special Experience Course (1 course required):** Any Special Experience Course
- **Writing-Intensive Component Courses (2 courses required):** BUS 499 and MKT 431 Marketing Research
- **Laboratory Course (1 course required):** BUS 381 Management Science II

* **Required Minor/Certificate:** Students select one of the following minors or certificates: Accounting, Economics, Finance, Forensic Accounting, Human Resource Management, Management, or Management Information Systems, or the Certificate in Innovation & Entrepreneurship or Certificate in Spanish for Business. Students may select a different minor or certificate, with the approval of their adviser, in which case the 9 credits of "Related Electives" may be fulfilled with courses required for the minor.

These minors are 21 credits; however, 9 of these credits are required in the "Business Core Courses" above. The Innovation & Entrepreneurship Certificate requires 15 credits; however, 3 credits are included in the major courses above.

Program Note: Students who complete dual degrees or dual majors do not have to complete a minor or certificate.

Program Webpage

<https://www.calu.edu/academics/undergraduate/bachelors/marketing/index.aspx>