

**Bachelor of Science in Business Administration**  
**Marketing**  
**(120 s.h.)**

**Admission/Declaration Requirements**

A student may choose Marketing as an intended major upon admission to ECU. Students currently enrolled at ECU who are in good academic standing (2.0 GPA) are also eligible to select Marketing as a major. Before taking 4000-level concentration or 4000-level business core courses, a student must satisfy the following declaration requirements:

1. Completion of a minimum 45 s.h.
2. Cumulative GPA of 2.5 on a 4.0 scale
3. Completion of the following courses with a minimum grade of C- (1.7) and a 2.5 cumulative GPA over the eight courses: ACCT 2401, ACCT 2521, ECON 2113, ECON 2133, FINA 2244, MATH 1065, MATH 2228 or MATH 2283, and MIS 2223

Also, a student who attempts any of the declaration courses listed above more than twice, including withdrawals made after the schedule adjustment period, may not major in any BSBA major.

**General Education (40 s.h.)**

**English (6 s.h.)**

ENGL 1100 Foundations of College Writing  
ENGL 2201 Writing About the Disciplines

**Health and Exercise and Sport Science (3 s.h.)**

HLTH 1000 Health in Modern Society  
KINE 1000 Lifetime Physical Activity and Fitness Lab

**Humanities and Fine Arts (9 s.h.)**

COMM 2020 Fundamentals of Speech Communication or COMM 2410 Public Speaking  
PHIL 1175 Introduction to Ethics or PHIL 2274 Business Ethics or PHIL 2275 Professional Ethics  
Humanities or Fine Arts elective

**Mathematics (3 s.h.)**

MATH 1065 College Algebra

**Natural Sciences (7 s.h. including a lab)**

**Social Sciences (9 s.h.)**

ECON 2113 Principles of Microeconomics  
ECON 2133 Principles of Macroeconomics  
PSYC 1000 Introductory Psychology or  
SOC 2110 Introduction to Sociology

**General Education Elective (3 s.h.)**

## **Business Core (Cognates, Core, and Leadership and Professional Development) (51 s.h.)**

### **Cognates**

ENGL 3880 Writing for Business and Industry

MATH 2228 Elementary Statistics or MATH 2283 Statistics for Business

*(MATH 2228 or MATH 2283 may also satisfy the General Education elective.)*

### **Business Core**

ACCT 2401 Financial Accounting

ACCT 2521 Managerial Accounting

FINA 2244 Legal Environment of Business

FINA 3724 Financial Management

MGMT 3302 Management of Organizations

MGMT 4842 Strategic Management

MIS 2223 Introduction to Computers

MIS 3063 Introduction to Management Information Systems

MKTG 3832 Marketing Management

OMGT 3123 Operations and Supply Chain Management

OMGT 3223 Business Decision Modeling

Choose one international perspectives course:

ACCT 4451 International Accounting

FINA 4454 International Finance

MGMT 3352 International Business

MGMT 3552 Global Perspectives in Business

MKTG 3852 Cultural Environment of International Business

MKTG 4992 International Marketing

### **Leadership and Professional Development**

BUSI 1200 Strategy First

BUSI 2200 Experiential Leadership: Teams in Action

BUSI 3200 Professional Development and Ethical Leadership

BUSI 4200 Leadership Capstone

### **Senior Business Exam**

### **Concentration (18 s.h.)**

#### **Marketing**

MKTG 3872 Persuading Decision Makers

MKTG 4562 Marketing Strategy

MKTG 4682 Marketing Intelligence

9 s.h. of 4000-level MKTG electives

Min. 3 s.h. must come from

- MKTG 4532 Business and Organizational Marketing
- MKTG 4732 Consumer Behavior

### **General Electives to complete requirements for graduation**