

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 an intended 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 declaration courses listed below or equivalent coursework with a minimum grade of C- in each, a maximum of two attempts per course excluding course or term withdrawals, and a 2.5 average over the eight courses: ACCT 2401, ACCT 2521, ECON 2113, ECON 2133, FINA 2244, MATH 1065, MATH 2228 or 2283, and MIS 2223. When this GPA is calculated, transfer grades are included.

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 3202 Fundamentals of Management

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

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