

B.A. Major in Business Administration with a Concentration in Marketing

The B.A. major in Business Administration with a concentration in Marketing requires the Business Administration Core courses including a Business Internship and four additional credit courses for a total of 52 semester hours:

Code	Title	Semester Hours
Business Administration Core courses:		
BUAD 090	Business Internship	0.0
BUAD 161	Business Analytics	3.0
ECON 203	Principles of Microeconomics	3.0
ECON 204	Principles of Macroeconomics	3.0
BUAD 215	Intro to Mgmt Info Systems	3.0
BUAD 251	Financial Accounting	3.0
BUAD 252	Managerial Accounting	3.0
BUAD 320	Marketing	3.0
BUAD 330	Management	3.0
BUAD 336	Organizational Effectiveness	3.0
BUAD 340	Operations & Supply Chain Mgmt	3.0
BUAD 360	Managerial Finance	3.0
BUAD 430	Strategic Management ¹	3.0
BUAD 440	New Venture Creation	4.0
Three additional required courses:		
BUAD 321	Marketing Research	3.0
BUAD 326	Multi-Channel Marketing	3.0
BUAD 328	Global Strategic Marketing	3.0
One of the following:		3.0
ARTS 170	Graphic Design I	
MCOM 263	Public Relations	
MCOM 266	Public Relations Writing	
MCOM 339	Multi-Platform Storytelling	
Total Semester Hours		52.0

¹ Must be taken at Principia College.

Notes:

- A cumulative average of 2.0 or higher in all required courses is necessary to complete the major.
- See overview page for departmental transfer credit policy.