

Bachelor of Business Administration in Marketing

Minimum total number of credits is 138

General Education (36)	Specialization (100)		Free Elective (6)
	Core courses (51)	Major courses (48)	
Choose any course outside CBS from General Education courses for the first 4 groups: 1. Social Science 2. Humanities 3. Science and Mathematics 4. Interdisciplinary 5. Foreign Language 5500111 Experiential English I 5500112 Experiential English II 5500215 Basic Business English Writing 5500225 Business Correspondence 5500313 Business English Oral Communication 5500315 Advanced Business Oral Communication 5500415 Effective Business Communication	2301115 Calculus for Business I 2601115 Financial Accounting 2601116 Intermediate Accounting 2601255 Managerial Accounting 2602122* Business Foundation 2602313 Management and Organization 2602327 Quantitative Business Analysis 2602344 Production/Operations Management 2602416 Business Strategy 2603245 Introduction to Business Statistics 2603330 Business Statistics 2604161 Introduction to Finance 2604271 Business Economics 2604361 Business Finance 2605311 Principle of Marketing 2900111 Economics I 3401255 Business Law I 3401256 Business Law II	Required courses (33)	Electives (15)
		2605314 Consumer Behavior 2605325 Brand and Product Management 2605410 Integrated Marketing Communication 2605412 Marketing Channels and Physical Distribution 2605414 Service Marketing 2605419 Global Marketing 2605425 Marketing Strategy 2605427 Marketing Planning 2605428 Internship in Marketing 2605452 Pricing 2605481 Marketing Research 2605491 Seminar in Marketing	Choose any 15 credits from <ul style="list-style-type: none"> • the following Major Electives; or • 300 or upper courses within school; or • minor courses offered by other schools
			Major Electives
			2605320 Current Issues in Marketing 2605322 Wholesale and Retail Management 2605323 Direct Marketing 2605326 Sales Management and Selling Techniques 2605327 Digital Marketing 2605413 Fashion Marketing 2605416 Agricultural Marketing 2605417 Industrial Marketing 2605418 Sales Forecasting 2605420 Marketing for Travel Industry 2605422 Technologies in Marketing 2605426 Independent Study in Marketing