

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 1064, 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 1064 Applied Mathematics for Business

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
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, at least 3 s.h. from
MKTG 4532 Business and Organizational Marketing
MKTG 4732 Consumer Behavior

Operations and Supply Chain Management

OMGT 4743 Purchasing and Materials Management
OMGT 4753 Strategic Logistics Management
OMGT 4763 Strategic Supply Chain Management
9 s.h., from
MKTG 3872 Persuading Decision Makers
MKTG 4532 Business and Organizational Marketing
MKTG 4682 Marketing Intelligence
MKTG 4790 Distribution Management
OMGT 4383 Supply Chain Analytics
OMGT 4493 Quality Management
OMGT 4733 Project Management
OMGT 4863 Topics in Operations Management
(Min. 3 s.h. must come from OMGT 4493 or OMGT 4733)

General Electives to complete requirements for graduation