

# MARKETING (BBA)

The Marketing major is offered within the School of Business. Students must complete the Business Core and the requirements listed below for a total of 64 hours. This major introduces students to the concepts of advertising, retailing, consumer behavior, and sales, with a special emphasis on research skills.

## B.B.A./Masters Five-Year Option

In the final two semesters before graduation, senior business majors who intend to continue with a College of Business and Health Administration Master's degree, at the University of St. Francis, may take up to nine credit hours of graduate level HSAD, MBAD, MGMT, or TDEV courses to meet undergraduate requirements. The students will be required to complete the graduate level work in each class. Although these credit hours will remain on the student's undergraduate transcript, these credit hours/course requirements will be considered as complete in the appropriate graduate program. Students who take a minimum of nine graduate level credit hours in their senior year are eligible to complete their master's degree in one-year (attending full-time). Permission must be obtained from both the undergraduate and graduate business advisors to utilize this option.

## National Honor Society

The undergraduate business programs provide students with the opportunity to be a member of Delta Mu Delta, an international honor society in business administration with a growing membership of 150,000. For membership, students must have completed over 60 credit hours and be in the top 20% of their class with a minimum cumulative 3.25/4.0 GPA.

## Major Program (63 credit hours)

Code	Title	Hours
<b>Business Core Courses</b>		
ACCT 125	Financial Accounting	3
ACCT 126	Managerial Accounting	3
BSAD 201	Business Law I	3
BSAD 250	Business Driven Technology	3
BSAD 276	Business Statistics	3
BSAD 495	Business Policy	3
or MBAD 635	Business Policy	
ECON 101	Principles of Macroeconomics	3
ECON 102	Principles of Microeconomics	3
FINC 242	Principles of Finance	3
MATH 121	Finite Mathematics	3
MGMT 150	Management and Organizational Behavior	3
MKTG 175	Principles of Marketing	3
<b>Required Marketing Courses</b>		
BSAD 277	Business Research	3
MKTG 275	Advertising and Promotion	3
MKTG 371	Services Marketing	3
MKTG 372	Internet Marketing and e-Commerce	3
MKTG 375	Marketing Management	3
or MBAD 606	Marketing Management	
MKTG 376	Consumer Behavior	3

MKTG 395 International Marketing 3

### Marketing Electives

Select six credit hours of the following: 6

BSAD 300	International Business (3)
or MBAD 650	International Business (3-4)
ECON 302	Consumption Economics (3)
MKTG 373	Marketing for Nonprofit Organizations (3)
MKTG 382	Retail Management (3)
MKTG 383	Principles of Sales (3)
MKTG 494	Topics in Marketing (1-3)
MKTG 498	Marketing Internship (1-15)

**Total Hours 63**

Note: Students must complete PHIL 330 Just Business to fulfill their second philosophy requirement for liberal education.

*Students work with their advisors in selecting additional elective credits to fulfill the 120 credit hours required for graduation.*