

MARKETING (BBA) - VIETNAM

Program (121 credit hours)

Code	Title	Hours
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Business Core Courses

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)	
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)	
PHIL 330	Just Business (3)	

Code	Title	Hours
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Business Electives

BSAD 277	Business Research (3)	
BSAD 300	International Business (3)	
HIST 112	History of World Civilization 1500 to Present (3)	
MGMT 364	Operations Management (3)	
MGMT 412	Global Logistics Management (3)	
MGMT 413	Supply Chain Management (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)	
MKTG 376	Consumer Behavior (3)	
MKTG 383	Principles of Sales (3)	
MKTG 395	International Marketing (3)	
MKTG 498	Marketing Internship (1-15)	

Code	Title	Hours
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General Education Courses

ACAF 120	College Writing II (3)	
ARTD 205	Exploring the Fine Arts (3)	
CMMA 142	Speech Communication (3)	
COMP 101	Computer Concepts and Applications (3)	
ENGL 111	College Writing I (3)	
ENGL 200	Introduction to Literature (3)	
ENVS 120	Earth Science (4)	
MATH 111	College Algebra (3)	
MUSC 121	Introduction to Western Art Music (3)	
PHIL 101	Introduction to Philosophical Thinking (3)	
PHIL 312	Philosophy of Religion (3)	
POLI 103	Introduction to World Politics, International Law, and Organization (3)	
THEO 290	World Religions (3)	