

# BACHELOR OF BUSINESS ADMINISTRATION in MARKETING (1575)

**This Plan of Study should serve to inform students of the degree requirements and is NOT an official Degree Plan. Students should consult their academic advisor prior to enrolling.**

		DEGREE REQUIREMENTS				MET	NEEDED
<b>TOTAL HOURS NEEDED</b>	124	30 hours from NSU required>				No	30
GEN ED	45	60 hours from 4 year institution required>				No	60
BUSINESS CORE	42	40 hours of 3000/4000 level courses required>				No	40
MARKETING MAJOR	24	50% of the major must be 3/4000>				No	18
FREE ELECTIVES	13	50% major must be completed at NSU>				No	18
AA or AS Degree:	NO	21 hours of the business core must be completed at NSU				No	40
<b>Students with an AA or AS degree from an accredited institution under the OSRHE will have completed their General Education.</b>		Liberal Arts and Sciences>				No	40
		English Proficiency> Grade of "C" or above in ENGL 1113 & 1213				No	
		Am Hist & Am Govt>				No	

  

GENERAL EDUCATION	COMPLETED				NEED	MARKETING MAJOR	COMPLETED				NEED	
	TRANSFER	2YR	4YR	GRD NSU			TRANSFER	2YR	4YR	GRD NSU		
# UNIVERSITY STUDIES					3	<b>BUSINESS CORE</b>						
# UNIV 1002 University Strategies						ACCT 2103 Intro Financial Accounting						3
# Univ 2091 General Educ Capstone						ECON 2213 Princ of Microeconomics						3
# WRITTEN & ORAL COMMUNICATIONS						# BADM 3933*or Math 3513* Bus Statistics						3
# ENGL 1113 Freshman Comp I					3	ACCT 2203* Intro Managerial Accounting						3
# ENGL 1213 Freshman Comp II					3	# ECON 2313* Princ of Macroeconomics						3
# Select One of the following:						IS 3063* Princ of Information Systems						3
# COMM 1113, 3213, 3223, 3303					3	IS 3113* Business Communications						3
# HUMANITIES (6 hours required)						MGMT 3183* Princ of Management						3
# Culture & Ideas: (select one course)					3	MGMT 3213* Supply Chain/Operations Mgmt						3
# HIST 1113; HUM 2113, 2223;PHIL 1013; ENGL 2113						MKT 3213* Princ of Marketing						3
# Fine Arts Appreciation: (select one course)					3	FIN 3213* Princ of Finance						3
# HUM 2333; MUS 2543,2863, THTR 2763,2843						BLAW 3003* Business Law I						3
# SOCIAL SCIENCES (6 hours required)					6	BADM 3963* Quant Methods						3
# POLS 1113 American Federal Govt												
# HIST 1483 or 1493 Am History						MGMT 4213* Business Policy						3
# Select one of the following: SEE BUSINESS CORE						<i>Must be taken at NSU, must have Senior standing and completion of all business core classes.</i>						
# ECON 2213 OR 2313												
# NATURAL SCIENCE (7-9 hours; 1 lab required)					3	<b>MARKETING MAJOR</b>						
# Biological Sciences (3-4 hours)						# MKT 3323* Consumer Behavior						3
# BIOL 1114, 1113, 1111 (non-science majors)						MKT 3253* Integrated Mktg Communications						3
# BIOL 1123 & 1131, 3413 (science majors)						MKT 4333* Marketing Research						3
# Physical Sciences (3-5 hours)					3	MKT 4543* Marketing Mgmt						3
# SCI 1114, 1113, 1111 (non-science majors)						Business Elective 3-4000 Level						3
# Chemistry or Physics course (science majors)						MKT Electives 3-4000 Level						9
# QUANTITATIVE ANALYSIS (3 hours)					3	Nine hours of marketing electives to be selected with guidance from faculty advisor.						
# MATH 1513 College Algebra												
#												
# LIFE SKILLS (6 hours required)					3							
# H ED 1113 Personal Health or												
HFS 1653 Basic Nutrition												
# Select 3 hours from the following:					3							
FIN 2113;HFS 1103,3113; PSYC 1003;CS/IS 1003												
EDUC 4823;HED 2212;PED 4741-CPR;LIBM 4611												
or any MILS, PED activity and/or performance based arts courses												
# GLOBAL PERSPECTIVES (6 hours required)					6							
Select one course from TWO different categories												
# for a total of 6 credit hours, or take two consecutive												
# courses in the same language under second language												
# <b>Second Language (1113 or higher):</b>												
SPAN,FREN,GERM,CHER,JPN,CHIN,RUS,GREK,												
LAT or Amer Sign Lang												
# <b>American Indian Studies:</b>												
ANTH 2223, CHER 4113, HIST 3723												
# <b>Geography:</b>												
GEOG 2003, GEOG 2133, GEOG 2253												
# <b>Political Science:</b>												
POLS 2313, POLS 2353												
# <b>Literature, Customs, and Beliefs:</b>												
REL 2553, HFS 3653, ENGL 3413												
# COMPUTER PROFICIENCY												
High School Course												
NSU Computer Proficiency Assessment												
CS/IS 1003 or EDUC 4823 (Education majors)												
# LAS Free Electives Lower Div												
Non-LAS Free Electives Lower Div												

# Indicates a Liberal Arts & Science Course

\*Prerequisites Required

**NOTE: Business majors must earn a grade of "C" or higher in all Business Core and major courses.**

**Please consult with your advisor each semester prior to enrolling.**