



**B.S. in Business Management-  
Marketing Concentration**  
BUSMBS-BMMKG.2020 (mrs 1552)  
59 credits

Effective Date: 01/2020

<b>Name of Student:</b>		
<b>Student ID #:</b>		Graduation Date
<b>Home Country:</b>	<input type="checkbox"/> IWORK	
<b>Advisor:</b>	Name	Date

**Business Prerequisites 22 Credits**

Course #	Title	Hr.	Prerequisites	Offered	Sem.	Grade
ACCT 201	Introduction to Financial Accounting	3		F,W,S		
ACCT 203	Introduction to Managerial Accounting	3	MATH 107, BUSM 230 and ACCT 201 w/C- or better for BUSM majors and B- or better for ACCT majors	F,W,S		
BUSM 180	Introduction to Business	3		F,W,S		
BUSM 230	Business Spreadsheets and Modeling	1		F,W,S		
ECON 200	Principles of Microeconomics	3	MATH 107	F,W,S		
ECON 201	Principles of Macroeconomics	3	ECON 200	F,W,S		
MATH 107	Quantitative Reasoning	3		F,W,S		
MATH 121	Principles of Statistics	3	MATH 107 or 110	F,W,S		

**Business Foundations 22 Credits**

BUSM 301	Business Finance	3	ACCT 203, BUSM 180, BUSM 230, ECON 201, MATH 107, 121 all w/C- or better	F,W,S		
BUSM 304*	Principles of Marketing Management (B- or better needed)	3	BUSM 180 or ECON 200 w/C- or better	F,W,S		
BUSM 310	Leadership and Management	3	BUSM 180, BUSM 320	F,W,S		
BUSM 320	Business Communication	3	BUSM 180, ENGL 101	F,W,S		
BUSM 325	Career Management	1	BUSM 320, 60+ credits (Junior Status)	F,W,S		
BUSM 342	Business Law and Ethics	3	BUSM 180, ENGL 101	F,W,S		
BUSM 361	Business Analytics and Operations	3	BUSM 180, BUSM 230, MATH 107 all w/C- or better	F,W,S		
CIS 200 or IS 430	Fundamentals of Info. Sys. and Tech. or Foundations in IT Services, Enterprise Systems, and ERP Skills	3	60+ credits (Junior Status) and accepted into BUSM	F,W		

**Marketing Track Required Courses 9 Credits**

BUSM 421	Integrated Marketing Communications	3	Either BUSM 304 or HTM 304 w/B- or better	W,S		
BUSM 422	Marketing Research	3	BUSM 304 w/B- or better; Either MATH 121 or PSYC 205 w/C- or better	F,W		
BUSM 429	Strategic Marketing Management	3	BUSM 304 w/B- or better, and either BUSM 421 or 422 (Both 421 and 422 is preferred)	W,S		

**Marketing Track Elective Course 3 Credits**

BUSM 410	Advanced Analytics and Big Data	3	BUSM 361 w/C- or better	F,S		
PSYC 405	Multivariate Statistics	3	PSYC 205 and Permission of Instructor	F		
ENTR 285	Introduction to Digital Marketing	3		F,W,S		
ENTR 373	Creative Video Marketing	3		F,W,S		
ENTR 485	Advanced Digital Marketing	3	ENTR 285	F,W,S		
BUSM 371	Supply Chain Management	3	BUSM 361 w/B- or better	F,W		
HTM 270	Destination Management and Marketing	3	HTM 133, HTM 230, BUSM 180 w/C- or better	F,W,S		

**Advanced Capstone Course 3 Credits**

BUSM 499	Strategic Management	3	BUSM 301, 304, 310, 320, 342 (Last Semester)	F,W,S		
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**Total Credits Mapped for Graduation:**

- No more than one "D" grade may be applied towards the major.
- All Business prerequisites must be C- or better.
- (\* ) B- or better is required for the Business Foundation course BUSM 304.
- Only one retake is allowed across all the "Business Prerequisites." No more than two retakes are allowed across all major coursework.