BUSINESS ADMINISTRATION COMPREHENSIVE - MARKETING EMPHASIS, BACHELOR OF SCIENCE

Offered by Department of Marketing, Agribusiness, and Supply Chain Management (http://catalog.unk.edu/undergraduate/departments-programs/marketing-agribusiness-supply-chain-management/)

All College of Business and Technology Graduation Requirements (http://catalog.unk.edu/undergraduate/departments-programs/marketing-agribusiness-supply-chain-management/#grad) must be fulfilled.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>General Studies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Foundational Requirements (LOPERs 1-4):</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Including:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>LOPER 4: Mathematics, Statistics, and Quantitative Reasoning</td>
<td></td>
</tr>
<tr>
<td>MATH 102</td>
<td>College Algebra 1</td>
<td>1</td>
</tr>
<tr>
<td>Broad Knowledge Requirements (LOPERs 5-8)</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>LOPER 7: Social Science</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Including:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ECON 270</td>
<td>Principles of Economics, Macroeconomics</td>
<td></td>
</tr>
<tr>
<td>Dispositional Requirements (LOPERs 9-10)</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Wellness LOPER 11) Optional</td>
<td>0</td>
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<tr>
<td>Program Specific Requirements</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>ECON 271</td>
<td>Principles of Economics, Microeconomics</td>
<td></td>
</tr>
<tr>
<td>MGT 233</td>
<td>Business Statistics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Major Option</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>Complete all required courses</td>
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</tr>
<tr>
<td></td>
<td>Unrestricted electives</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Needed to reach 120 credit hour minimum</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>Total Credit Hours</td>
<td>120</td>
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**Major Option**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
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<tbody>
<tr>
<td>BSAD 100</td>
<td>Exploring Business</td>
<td>1</td>
</tr>
<tr>
<td>ACCT 250</td>
<td>Principles of Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 251</td>
<td>Principles of Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>BSAD 295</td>
<td>Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>MKT 300</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MGT 301</td>
<td>Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>FIN 308</td>
<td>Principles of Finance</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 311</td>
<td>Business Law I</td>
<td>3</td>
</tr>
<tr>
<td>MGT 314</td>
<td>Operations and Supply Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 493</td>
<td>Social Responsibilities of Business: Issues and Ethics</td>
<td>3</td>
</tr>
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</table>

**Marketing Emphasis Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 430</td>
<td>International Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 438</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKT 456</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Select 4 of the following:</td>
<td>12</td>
</tr>
<tr>
<td>MKT 331</td>
<td>Professional Selling</td>
<td></td>
</tr>
<tr>
<td>MKT 336</td>
<td>Services Marketing</td>
<td></td>
</tr>
<tr>
<td>MKT 395</td>
<td>Field Experiences in Practical Marketing</td>
<td></td>
</tr>
<tr>
<td>MKT 420</td>
<td>Retail Management</td>
<td></td>
</tr>
<tr>
<td>MKT 433</td>
<td>Marketing Channels Management</td>
<td></td>
</tr>
<tr>
<td>MKT 434</td>
<td>Business-to-Business Marketing</td>
<td></td>
</tr>
<tr>
<td>MKT 437</td>
<td>Sales Management</td>
<td></td>
</tr>
<tr>
<td>MKT 440</td>
<td>Advertising Management</td>
<td></td>
</tr>
<tr>
<td>MKT 444</td>
<td>Person Marketing</td>
<td></td>
</tr>
<tr>
<td>MKT 450</td>
<td>Pharmaceutical Marketing</td>
<td></td>
</tr>
<tr>
<td>MKT 457</td>
<td>E-Marketing</td>
<td></td>
</tr>
<tr>
<td>MKT 460</td>
<td>Strategic Product Management</td>
<td></td>
</tr>
<tr>
<td>MKT 474</td>
<td>International Experiential Learning: Marketing</td>
<td></td>
</tr>
<tr>
<td>MKT 475</td>
<td>Marketing Internship</td>
<td>4</td>
</tr>
<tr>
<td>MKT 498</td>
<td>Marketing Topics</td>
<td></td>
</tr>
<tr>
<td>SCM 317</td>
<td>Principles of Supply Chain Management</td>
<td></td>
</tr>
</tbody>
</table>

**Total Credit Hours**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 495</td>
<td>Administrative Strategy and Policy</td>
<td>3</td>
</tr>
<tr>
<td>BSAD 400</td>
<td>Professional Readiness</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Select 3 credit hours from the following:</td>
<td>3</td>
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<tr>
<td>MKT 435</td>
<td>Marketing Research</td>
<td></td>
</tr>
<tr>
<td>CYBR 306</td>
<td>Introduction to Predictive Modeling</td>
<td></td>
</tr>
<tr>
<td>ECON 365</td>
<td>Business Analytics &amp; Decision Making</td>
<td></td>
</tr>
<tr>
<td>MGT 334</td>
<td>Applied Business Analytics</td>
<td></td>
</tr>
</tbody>
</table>

**Business Administration Comprehensive Economics, Information Systems and Math Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 300-ECON 498</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>ACCT 391</td>
<td>Accounting Information Systems</td>
<td></td>
</tr>
<tr>
<td>CYBR 302</td>
<td>Principles of Management Information Systems</td>
<td></td>
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<tr>
<td></td>
<td>Select 3 credit hours of the following:</td>
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<tr>
<td>MATH 120</td>
<td>Finite Mathematics</td>
<td></td>
</tr>
<tr>
<td>MATH 123</td>
<td>Applied Calculus I</td>
<td></td>
</tr>
<tr>
<td>CYBR 190</td>
<td>Data Analytics Mathematical Modeling</td>
<td></td>
</tr>
</tbody>
</table>

**2.0 GPA required**

1 Students with sufficient preparation may enter the mathematics program at a higher level. Students are required to take a LOPERs 4: Mathematics, Statistical, and Quantitative Reasoning course regardless of entry level.

2 Designated courses with the appropriate content may be approved to satisfy one of the Broad Knowledge requirements plus LOPER 9 or Broad Knowledge plus LOPER 10. Courses may be approved to satisfy LOPER 9 or LOPER 10 alone. (Courses satisfying LOPER 9 or LOPER 10 alone must be 3 credit hours.) Students applying this option will need to take additional hours in other categories to meet the required GS hours.

3 2.0 GPA required
Students may take a maximum of 3 credit hours to count as Marketing Emphasis Electives.