

# 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.

Code	Title	Credit Hours
<b>General Education</b>		
<i>Foundational Requirements (LOPERs 1-4):</i>		12
Including:		
LOPER 4: Mathematics, Statistics, and Quantitative Reasoning		
MATH 102	College Algebra <sup>1</sup>	
<i>Broad Knowledge Requirements (LOPERs 5-8)</i>		12
LOPER 7: Social Science		
Including:		
ECON 270	Principles of Economics, Macroeconomics	
<i>Dispositional Requirements (LOPERs 9-10) <sup>2</sup></i>		6
<i>Wellness LOPER 11) Optional</i>		
<b>BS Science-related course requirements</b>		3
MATH 120	Finite Mathematics	
	or MATH 123 Applied Calculus I	
	or CYBR 190 Data Analytics Mathematical Modeling	
<b>Program Specific Requirements</b>		6
ECON 271	Principles of Economics, Microeconomics	
MGT 233	Business Statistics	
<b>Major Option</b>		
Complete all required courses		62
<b>Unrestricted electives</b>		
Needed to reach 120 credit hour minimum		19
Total Credit Hours		120

## Major Option

Code	Title	Credit Hours
<b>Business Fundamentals <sup>3</sup></b>		
ACCT 250	Principles of Accounting I	3
ACCT 251	Principles of Accounting II	3
MKT 300	Principles of Marketing	3
FIN 308	Principles of Finance	3
SCM 350	Supply Chain and Operations Management	3
MGT 355	Organizational Behavior	3
<b>Business Communications, Law, and Ethics</b>		

BSAD 295	Business Communications	3
ACCT 311	Business Law I	3
MGT 493	Social Responsibilities of Business: Issues and Ethics	3

<b>Business Analytics and Technology</b>		
<i>Analytics - Take one of the following:</i>		3
CYBR 306	Introduction to Predictive Modeling	
MGT 334	Applied Business Analytics	
ECON 365	Business Analytics & Decision Making	
MKT 435	Marketing Research	
<i>Technology - Take one of the following:</i>		3
ACCT 391	Accounting Information Systems	
CYBR 400	Exploring Computer Science Principles	
MKT 350	Marketing Dashboards and Data Visualization	
MGT 460	Human Resource Information Systems: People Analytics and Talent Management	

<b>Practical Experiences</b>		
<i>Discover:</i>		
BSAD 175	Pathways to Personal & Academic Excellence	1
<i>Prepare:</i>		
BSAD 375	Professional Readiness	1
<i>Practice - Choose one of the following:</i>		3
Internship:		
ACCT 475	Accounting Internship	
ECON 475	Internship	
FIN 475	Finance Internship	
MGT 475	Management Internship	
MKT 475	Marketing Internship	
SCM 476	Supply Chain Management Internship	
or		
<i>Entrepreneurship Option: This is an option for students who envision starting or growing their own business as opposed to seeking traditional employment upon graduation.</i>		
BSAD 476	Business Startup Independent Study	
or		
<i>Study Abroad with exposure to international business environment and experiences.</i>		
MGT 474	International Experiential Learning: Management	
MKT 474	International Experiential Learning: Marketing	

<b>Capstone Experience</b>		
MGT 495	Administrative Strategy and Policy	3
<b>Marketing Emphasis Requirements <sup>3</sup></b>		
MKT 430	International Marketing <sup>5</sup>	3
	or MKT 830P International Marketing	
MKT 438	Consumer Behavior	3
MKT 456	Marketing Management	3
Select 4 of the following:		12
MKT 331	Professional Selling	
MKT 336	Services Marketing	

MKT 350	Marketing Dashboards and Data Visualization
MKT 366	Event Operation Fundamentals
MKT 377	Digital and Social Media Marketing
MKT 395	Field Experiences in Practical Marketing
MKT 420	Retail Management
MKT 433	Marketing Channels Management
MKT 434	Business-to-Business Marketing
MKT 437	Sales Management <sup>5</sup>
	or MKT 837PSales Management
MKT 440	Advertising Management <sup>5</sup>
	or MKT 840FAdvertising Management
MKT 444	Person Marketing
MKT 450	Pharmaceutical Marketing
MKT 457	E-Marketing
MKT 460	Strategic Product Management <sup>5</sup>
	or MKT 860FStrategic Product Management
MKT 474	International Experiential Learning: Marketing
MKT 475	Marketing Internship <sup>4</sup>
MKT 498	Marketing Topics
SCM 317	Principles of Supply Chain Management

Total Credit Hours 62

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 General Education hours.

3

2.0 GPA required

4

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

5

Students must be admitted into the 4+1 MBA accelerated program to take the graduate course.

This document represents a sample 4-year plan for degree completion with this major. Actual course selection and sequence may vary and should be discussed individually with your academic advisor. Advisors can also help you plan other experiences to enrich your undergraduate education such as internships, education abroad, undergraduate research, learning communities, and service learning and community-based learning.

Code	Title	Credit Hours
<b>Semester 1</b>		
BSAD 175	Pathways to Personal & Academic Excellence	1
LOPER 1:	First-year Seminar	3
LOPER 2:	Writing Skills	3
LOPER 3:	Oral Communication Skills	3
MATH 102	College Algebra	3
Total Credit Hours		13

Code	Title	Credit Hours
<b>Semester 2</b>		
MATH 120	Finite Mathematics	3
or MATH 123	Applied Calculus I	
or CYBR 190	Data Analytics Mathematical Modeling	
LOPER 5:	Visual or Performing Arts	3
LOPER 6:	Humanities	3
ECON 270	Principles of Economics, Macroeconomics	3
LOPER 8:	Natural Science	3
Total Credit Hours		15

Code	Title	Credit Hours
<b>Semester 3</b>		
MGT 233	Business Statistics	3
ECON 271	Principles of Economics, Microeconomics	3
ACCT 250	Principles of Accounting I	3
MKT 300	Principles of Marketing	3
Unrestricted Elective		3
Total Credit Hours		15

Code	Title	Credit Hours
<b>Semester 4</b>		
LOPER 9:	Civic Competency and Engagement	3
ACCT 251	Principles of Accounting II	3
MGT 355	Organizational Behavior	3
BSAD 295	Business Communications	3
Unrestricted Elective		3
Total Credit Hours		15

Code	Title	Credit Hours
<b>Semester 5</b>		
SCM 350	Supply Chain and Operations Management	3
FIN 308	Principles of Finance	3
MKT 438	Consumer Behavior	3
Marketing Emphasis Elective		3
ACCT 311	Business Law I	3
Total Credit Hours		15

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
<b>Semester 6</b>		
MKT 475	Marketing Internship	3
BSAD 375	Professional Readiness	1
MKT 430	International Marketing	3
or MKT 830P	International Marketing	
	Marketing Emphasis Elective	3
	LOPER 10: Respect for Human Diversity	3
	Unrestricted Elective	3
Total Credit Hours		16

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
<b>Semester 7</b>		
MKT 435	Marketing Research	3
MKT 350	Marketing Dashboards and Data Visualization	3
MGT 493	Social Responsibilities of Business: Issues and Ethics	3
	Marketing Emphasis Elective	3
	Unrestricted Elective	3
Total Credit Hours		15

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
<b>Semester 8</b>		
MGT 495	Administrative Strategy and Policy	3
MKT 456	Marketing Management	3
	Marketing Emphasis Elective	3
	Unrestricted Elective	3
	Unrestricted Elective	3
Total Credit Hours		15