

MARKETING, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)

Curriculum Guide

GPA Requirement

Major GPA: 2.0 or higher
Overall GPA: 2.0 or higher
Core GPA: 2.0 or higher

Summary*

Code	Title	Hours
	Rock Studies 2 Requirements	42-43
	Other Basic Requirements	0-3
	Computer Competency	0-3
	Major Requirements	66
	Electives	12

* All undergraduate degree programs require a minimum of 120 credits. Some courses meet multiple requirements, but are only counted once toward the 120 credit total required to graduate.

Rock Studies 2 Requirements

Code	Title	Hours
The Rock		
SUB 139	Foundations of Academic Discovery ¹	3
ENGL 102	Critical Writing	3
ENGL 104	Critical Reading	3
	Select one of the following:	3-4
MATH 117	Quantitative Reasoning	
MATH 123	Introduction to Applied Calculus	
MATH 225	Calculus I	
	Select one of the following:	3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
	Subtotal	15-16
Integrated Inquiry		
<i>Creative and Aesthetic Inquiry</i>		
	Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)	3
<i>Humanities Inquiry</i>		
	Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)	3
<i>Social Science Inquiry</i>		
	Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)	3
<i>Natural Sciences Inquiry</i>		
SCI 101	Science of Life	3
<i>Physical Sciences Inquiry</i>		
SCI 102	Understanding the Physical World	3
	Subtotal	15

Thematic Thread		Hours
Select 12 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/) ²		12
Required Thematic Thread Coursework:		
ECON 202	Principles of Microeconomics	
Total Hours		42-43

- ¹ Course offered in multiple subjects; cannot take course in first major subject.
² From at least 3 categories; no more than 6 credits from one department; 6 credits must be 300-level or above.

Basic Math Requirement

Check with your adviser or a current degree audit report to see if you have been exempted from this course. The credit earned in this course will not be counted toward the 120 credit hour minimum needed to earn a degree.

Code	Title	Hours
Complete one of the following:		
Meet required minimum SAT or ACT math score OR		
ESAP 110	Beginning Algebra	
Total Hours		0-3

Computer Competency

Code	Title	Hours
Demonstrate "computer competency" by one of the following:		
Pass Computer Competency Exam OR		
Select one of the following at SRU or another post-secondary institution:		
CPSC 100	Introduction to Computing for Liberal Arts	
CPSC 110	Computer Concepts	
CPSC 130	Introduction to Computing and Programming	
PE 202	Technology for Wellness	
Total Hours		0-3

DIVERSITY, EQUITY, AND INCLUSION REQUIREMENT

Students must take and pass a course with the Diversity, Equity, and Inclusion (DEI) designation prior to graduation. Students can meet this requirement by taking any DEI - designated course in any program at any time during their undergraduate career.

Major Requirements

- 30 major credits must be taken at SRU or PASSHE
- 30 major credits must be taken at the 300 level or above

Code	Title	Hours
Basic Core Courses		
ACCT 209	Financial Accounting ¹	3
ACCT 322	Business Analysis and Decision Making ¹	3
ACCT 340	Legal Environment of Business ¹	3
ECON 201	Principles of Macroeconomics ¹	3
ECON 219	Business Analytics I ¹	3
	or MGMT 219 Business Analytics I	
ECON 319	Business Analytics II ¹	3
	or MGMT 319 Business Analytics II	

FIN 320	Managerial Finance ¹	3
MGMT 320	Operations Management ¹	3
MGMT 351	Organizational Behavior ¹	3
MRKT 230	Principles of Marketing ¹	3
MGMT 303	Issues in Global Business ¹	3
or FIN 303	Issues in Global Business	
or MRKT 303	Issues in Global Business	
MGMT 458	Business Capstone ¹	3
MIS 265	Management Information Systems ¹	3
Subtotal		39
Required Computer Science Course		
CPSC 210	Productivity Software ¹	3
or MIS 210	Productivity Software	
Subtotal		3
Required Marketing Courses		
MRKT 332	Business Marketing ²	3
MRKT 333	Consumer Behavior ²	3
MRKT 430	Marketing Research ²	3
MRKT 431	Marketing Seminar ²	3
MRKT 437	International Marketing ²	3
Subtotal		15
Marketing Electives		
Select three of the following:		9
MRKT 331	Distribution Management ²	
MRKT 334	Advertising Management ²	
MRKT 335	Retail Management ²	
MRKT 336	Professional Selling ²	
MRKT 338	E-Commerce ²	
MRKT 390	Experimental ²	
MRKT 425	Marketing Analytics	
MRKT 450	Internship ²	
MRKT 490	Independent Study ²	
Subtotal		9
Total Hours		66

¹ Course counts for 50% of Major and not for Major GPA

² Course counts for 50% of Major and Major GPA

* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

Co-curricular and Experiential Learning

Students are encouraged to explore additional curricular and co-curricular opportunities. There is a strong correlation between long-term student success and participation in the following types of programs and activities:

1. International study programs (short-term, semester, and year-long)
2. High-Impact Practice (HIP) designated classes
3. Student clubs and organizations
4. Internships
5. Service-learning classes
6. Career education and development
7. Student leadership development

8. Student-faculty research

9. Volunteering

10. Job Shadowing

Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

MARKETING - BSBA (2343)

This program is effective as of Summer 2022

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