

MARKETING, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)

RECOMMENDED FOUR-YEAR PLAN

Course	Title	Hours
First Year		
Fall		
ECON 201	Principles of Macroeconomics	3
ENGL 102	Critical Writing	3
ESAP 101	FYRST Seminar *	1
MATH 117 or MATH 123 or MATH 225	Quantitative Reasoning or Introduction to Applied Calculus or Calculus I	3
MIS 210	Productivity Software	3
SUBJ 139	Foundations of Academic Discovery ¹	3
Optional		
CPSC 100	Introduction to Computing for Liberal Arts (or Computer Competency Exam)	
ESAP 110	Beginning Algebra	
Hours		16
Spring		
ECON 202	Principles of Microeconomics	3
ENGL 104	Critical Reading	3
SCI 101	Science of Life	3
	Creative & Aesthetic Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)	3
	Humanities Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)	3
Hours		15
Second Year		
Fall		
Select one of the following:		3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
ECON 219 or MGMT 219	Business Analytics I or Business Analytics I	3
MIS 265	Management Information Systems	3
MRKT 230	Principles of Marketing	3
SCI 102	Understanding the Physical World	3
Declare a Thematic Thread ³		
Hours		15
Spring		
ACCT 209	Financial Accounting	3
MGMT 320	Operations Management	3
MGMT 351	Organizational Behavior	3
	Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)	3
	Elective ⁴	3
Hours		15

Third Year

Fall

ECON 319 or MGMT 319	Business Analytics II or Business Analytics II	3
FIN 303 or MRKT 303	Issues in Global Business or Issues in Global Business	3
MRKT 332	Business Marketing	3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Elective ⁴		3

Hours 15

Spring

ACCT 322	Business Analysis and Decision Making	3
FIN 320	Managerial Finance	3
MRKT 333	Consumer Behavior	3
MRKT 450	Internship (Or Marketing Elective)	3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3

Hours 15

Fourth Year

Fall

ACCT 340	Legal Environment of Business	3
MRKT 430	Marketing Research	3
MRKT 437	International Marketing	3
	Marketing Elective ⁴	3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Optional		
	MBA Course ²	
	MBA Course ²	

Hours 15

Spring

MGMT 458	Business Capstone	3
MRKT 431	Marketing Seminar	3
	Marketing Elective ⁴	3
	Elective ⁴	3
	Elective ⁴	3
Optional		
	MBA Course ²	
	MBA Course ²	

Hours 15

Total Hours 121**

¹ Course offered in multiple subjects; cannot take course in first major subject.

² SRU Undergraduates who have earned 90 or more credits (including in-progress courses) with a minimum 2.75 GPA are eligible to apply, enroll, and earn graduate level credit. Credits earned are graduate level only, separate from the undergraduate credits earned for the degree and are not calculated in the student's undergraduate credit and grade point totals. See policy details here: Senior Undergraduate Students Earning Graduate Credit (<https://catalog.sru.edu/academic-policies/senior-undergraduate-students-earning-graduate-credit/>).

³ Work with your Academic Adviser to declare a Thematic Thread by the end of your fall semester in your second year.

⁴ Students are encouraged to take the following courses for electives:
MRKT 334, MRKT 335, MRKT 336, MRKT 338, MRKT 450 and/or
HCAM 415

* Students are encouraged to take ESAP 101 as a Free Elective.

*** This document is meant to serve as a guide. Some planners may show more than 120 credits because faculty have created flexibility in choosing courses. However, only 120 credits are required to obtain a degree. Please consult with your academic adviser and refer to your curriculum guide prior to registering for courses. This plan should be reviewed, and verified, by you and your academic adviser at least once each academic year.*

Major Code: 2343

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