



Sample 4-year Guided Pathway for
Bachelor of Science in Business Administration
 Concentration in **Marketing**

Last revised 2023-2024

*This is **ONLY a sample** degree plan. Please meet with your academic advisor prior to registration to formulate your own plan, and for additional information refer to the [academic catalog](#).*

Courses in Bold are required per Concentration, while those in Italics are recommended.

**If you were placed into foundational Writing and/or Mathematics courses based on your placement and/or test scores, please consult with your academic advisor to develop a degree plan.*

Year	Fall Semester		Spring Semester	
1st	GE WC&IL 1	3	GE WC&IL 2	3
	MATH 1130 Pre-Calculus I (GE QA&SR)	3	MATH 1123 Statistics	3
	GE H&P	3	MGMT 2000 Principles of Management	3
	MIS 2000 Info. Tools for Business (GE T&I)	3	ECON 2010 Microeconomics (GE CT& E)	3
	BUS 1000	3	GE CA	3
	Total Credits	15	Total Credits	15
Year	Fall Semester		Spring Semester	
2nd	ACCT 2000 Principles of Accounting I	3	ACCT 2010 Principles of Accounting II	3
	ECON 2015 Macroeconomics (GE T& M)	3	GE AE	3
	BUS 2500 Mathematics for Business	3	COM 3420 Business Communication	3
	GE GC&D	3	GE NW	3
	GE SW	3	MKTG 3000 Principles of Marketing	3
	Total Credits	15	Total Credits	15
Year	Fall Semester		Spring Semester	
3rd	ECON 3020 Managerial Economics	3	MGMT 3061 Business Law & Ethics	3
	MKTG 3100 Consumer Behavior	3	MKTG 3110 Marketing Research	3
	<i>MKTG 3420 International Marketing</i>	3	MGMT 3020 Project Management	3
	FIN 3000 Business Finance	3	MIS 3000 Found. of Information Systems	3
	MGMT 3001 Diversity in the Workforce	3	Unrestricted Elective	3
	Total Credits	15	Total Credits	15
Year	Fall Semester		Spring Semester	
4th	Unrestricted Elective	3	MKTG 4400 Marketing Management	3
	<i>MKTG 3630 Retail Management</i>	3	MGMT 4001 Business Strategy & Policy	3
	Internship/ Coursera	3	<i>MKTG 3620 Services Marketing</i>	3
	MKTG 3700 Electronic Marketing	3	Unrestricted Elective	3
	Unrestricted Elective	3	Unrestricted Elective	3
	Total Credits	15	Total Credits	15

***This schedule is only a suggestion; make sure you understand the necessary prerequisites for each course and consult with your Academic Advisor. Course availability subject to change; actual degree audits may change depending on course availability in a given semester.*

Baccalaureate Requirements

- Total Degree Credits Required = 120 credits of which a minimum of 36 are Upper-Division Credits (level 3000 and above)
- Completion of Major Requirements (*as indicated above*)

- Completion of General Education Requirements (*as indicated above*)
- Cumulative GPA of at least 2.0; Major GPA of at least 2.0
- Residency Requirements: 12 credits of major coursework and 24 of the last 30 credits immediately preceding graduation (*Service member's Opportunity College students please see your academic advisor*)

For more information on our General Education curriculum please refer to our Academic Catalog or visit:

<https://www.hpu.edu/gened/index.html>