

**School of Business and Public Administration  
General Education Curriculum  
Incorporated into the Management Curriculum  
Course Guide**

**Bachelor of Business Administration in Business Management  
MARKETING CONCENTRATION**

**First Semester**

Course Number	Course	Credit	Term	Grade
IGED110	Foundations of Writing I <b>Gen Ed</b>	3		
IGED130	Foundations of Oral Communication <b>Gen Ed</b>	3		
MATH 105	Intermediate Algebra <b>Gen Ed</b>	3		
BGMT 104	Introduction to Business	3		
MGIS 120	Computer Applications in Business	3		
ORIN 101	Freshman Orientation	1		
	Total	16		

**Second Semester**

Course Number	Course	Credit	Term	Grade
IGED 111	Foundations of Writing II <b>Gen Ed</b>	3		
IGED 140	Foundation of Ethics <b>Gen Ed</b>	3		
BGMT 208	Business Communications	3		
MATH 116	Finite Math <b>Gen Ed</b>	3		
IGED 270	Discovery Diversity <b>Gen Ed</b>	3		
	Total	15		

**Third Semester**

Course Number	Course	Credit	Term	Grade
IGED 210	Discovery Writing <b>Gen Ed</b>	3		
ECON 201	Principles of Macroeconomics	3		
BSEF 220	Business Statistics	3		
MATH 215*	Calculus for Business, Social and Life Sciences	4		
ACCT 201	Principles of Accounting I	3		
	Total	15		

**Fourth Semester**

Course Number	Course	Credit	Term	Grade
IGED 260	Discovery Science & Lab <b>Gen Ed</b>	4		
BSEF 223	Quantitative Business Techniques	3		
ECON 202	Principles of Microeconomics	3		
BLAW 214	Legal Environment of Business	3		
ACCT 202	Principles of Accounting II	3		
	Total	16		

**Fifth Semester**

Course Number	Course	Credit	Term	Grade
BSEF 314	Business Finance	3		
MKTG 304	Introduction to Marketing Management	3		
BGMT 304	Introduction to Management	3		
BLAW 318	Commercial Law	3		
IGED 280	Discovery Civics <b>Gen Ed</b>	3		
	Total	15		

**Sixth Semester**

Course Number	Course	Credit	Term	Grade
	Conceptual Foundations of Business OR BGMT 319 Business Ethics	3		
BGMT 305 <b>WI</b>	Consumer Behavior	3		
BGMT 306	Human Resources Management	3		
MKTG ---	Integrated Marketing Communication	3		
MKTG 308	International Marketing	3		
	Total	15		

**Seventh Semester**

Course Number	Course	Credit	Term	Grade
MGIS 402	Management Information Systems	3		
BGMT 414	Production and Operations Management	3		
MKTG 404	Marketing Research	3		
BGMT 409	Organizational Theory & Behavior	3		
BGMT 411	Leadership	3		
	Total	15		

**Eighth Semester**

Course Number	Course	Credit	Term	Grade
IGED 391/392	Frontier Exploration Inquiry Capstone <b>Gen Ed</b>	3		
	Business Elective	3		
MKTG 405	Marketing Strategy	3		
	Marketing Elective	3		
BGMT 419	Business Policy & Strategy *(Last semester only)	3		
	Total	15		

**Program of Study Total 123 credits**

**\*Calculus will be renamed to 3 credits thus reducing the program to 122 credits.**