

# BUSINESS ADMINISTRATION MARKETING OPTION BACHELOR OF SCIENCE DEGREE

☐ Offered Online

Code	Title	Credits
<b>General Education Requirements</b> ( <a href="https://catalog.msubillings.edu/undergraduate/general-education-requirements">https://catalog.msubillings.edu/undergraduate/general-education-requirements</a> ) <sup>1</sup>		31
Students should consult with an academic advisor before registering for General Education courses in order to maximize the number of elective credits allowed in the degree.		
<b>Pre-Admission Requirements</b> ( <a href="https://catalog.msubillings.edu/undergraduate/college-business">https://catalog.msubillings.edu/undergraduate/college-business</a> )		23
<b>Required Business Core</b> ( <a href="https://catalog.msubillings.edu/undergraduate/college-business">https://catalog.msubillings.edu/undergraduate/college-business</a> )		50
<b>Marketing Option Requirements</b>		
BGEN 360	International Business	3
BMKT 337	Consumer Behavior	3
BMKT 342	Marketing Research	3
Select one of the following:		3
BMKT 343	Integrated Marketing Comm	
BMKT 460	Marketing High-Tech Prod/Innov <sup>2</sup>	
BMKT 411	Services/Relationship Mktg	3
BMKT 436	Sales and Sales Management	3
Select one of the following:		3
BMKT 449	Strategic Marketing Mgmt	
BMKT 446	Marketing for Entrepreneurs <sup>2</sup>	
Subtotal		21
<b>Restricted Electives</b>		
Select two or three courses from the following:		6-9
BMKT 420	Integrated Online Marketing	
BMKT 470	Supply Chain Management	
BMKT 490	Undergraduate Research	
BMKT 492	Independent Study	
BMKT 494	Seminar/Workshop	
Subtotal		6-9
Select none or one course from the following:		0-3
ARTZ 258	New Media I	
BGEN 440	Business and the Environment	
BGEN 498	Internship/Cooperative Educ	
BMGT 422	Project Management	
BMIS 310	Web Dsgn, Dev & Implementation	
BMIS 352	Microcomp DB Design & Implem	
ECNS 403	Introduction to Econometrics	
Subtotal		0-3
<b>Electives</b>		V
		6-15

The total number of courses a student elects to take that fulfill both the General Education requirements and the major requirements will determine the total number of elective credits required for the degree. Electives should be chosen in consultation with an academic advisor.

**Total Minimum Credits** 120

\* This program is also offered in an online format.

<sup>1</sup> Two of the following General Education courses also satisfy requirements in the major: ECNS 201, ECNS 202, STAT 216, and M 143.

<sup>2</sup> Online only; counted as restricted elective for onsite program.

*Certain courses in this program have prerequisites; students should check the course descriptions for required prerequisites.*

## Requirements – Double Option in Management and Marketing

NOTE: Students seeking to complete options in both Marketing and Management must complete the following in addition to fulfilling the General Education requirements and Business Core requirements:

1. Management Option Requirements
2. Marketing Option Requirements
3. Three courses from the Restricted Elective courses in the Management option
4. Three different courses from the Restricted Elective courses in the Marketing option

In most cases, this will result in five additional courses beyond that required for either a BSBA Management Option or a BSBA Marketing Option

## Suggested Plan of Study

Due to course schedule changes and staff assignments, students may not be able to follow the plan exactly. Students should consult with their advisors to plan classes before registering each term.

Code	Title	Credits
<b>First Year</b>		
<b>Fall</b>		
WRIT 101	College Writing I	3
<b>Electives</b>		3
<b>General Education</b>		9
<b>Total</b>		15
<b>Spring</b>		
M 143	Finite Mathematics	4
<b>General Education</b>		11
<b>Total</b>		15
<b>Second Year</b>		
<b>Fall</b>		
ACTG 201	Principles of Fin Acct	3
ECNS 201	Principles of Microeconomics	3
STAT 216	Introduction to Statistics	4
<b>Electives</b>		5
<b>Total</b>		15
<b>Spring</b>		
ACTG 202	Principles of Managerial Acct	3
BGEN 235	Business Law	3
ECNS 202	Principles of Macroeconomics	3

WRIT 220	Business & Prof Writing	3
Electives		3
Total		15
Third Year		
Fall		
BGEN 315	Applied Business Decisions	3
BMGT 335	Management & Organization	3
BMKT 325	Principles of Marketing	3
BMKT 436	Sales and Sales Management	3
Restricted Electives		3
Total		15
Spring		
BFIN 322	Business Finance	3
BMGT 322	Operations Management	3
BMKT 337	Consumer Behavior	3
BMIS 311	Management Information Systems	3
Restricted Electives		3
Total		15
Fourth Year		
Fall		
BMKT 342	Marketing Research	3
BMKT 411	Services/Relationship Mktg	3
BMKT 343	Integrated Marketing Comm	3
or BMKT 460	Marketing High-Tech Prod/Innov	
Electives		3
Restricted Electives		3
Total		15
Spring		
BMKT 449	Strategic Marketing Mgmt	3
or BMKT 446	Marketing for Entrepreneurs	
BGEN 360	International Business	3
BGEN 499	Capstone	3
Electives		3
Restricted Electives		3
Total		15