

# BUSINESS ADMINISTRATION MARKETING OPTION BACHELOR OF SCIENCE DEGREE

☐ Offered Online

## Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Explain marketing concepts to offer value to customers.
- Apply marketing skills to establish a competitive advantage and long-term customer relationships.
- Prove market demand with quantitative, research, and data analysis.

## Required Courses

Code	Title	Credits
<b>General Education Requirements (<a href="https://catalog.msbillings.edu/undergraduate/general-education-requirements/">https://catalog.msbillings.edu/undergraduate/general-education-requirements/</a>)<sup>1</sup></b>		<b>31</b>
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>Required Business Core (<a href="https://catalog.msbillings.edu/undergraduate/college-business/#businesscoretext">https://catalog.msbillings.edu/undergraduate/college-business/#businesscoretext</a>)</b>		<b>53</b>
<b>Marketing Option Requirements</b>		
BMKT 337	Consumer Behavior	3
BMKT 342	Marketing Research	3
BMKT 343	Integrated Marketing Comm	3
BMKT 411	Services/Relationship Mktg	3
BMKT 420	Integrated Online Marketing	3
BMKT 436	Sales and Sales Management	3
BMKT 449	Strategic Marketing Mgmt	3
Subtotal		21
<b>Restricted Electives</b>		
Select three upper division business courses in consultation with an advisor.		9
<b>Electives</b>		<b>V</b>
		<b>6-15</b>
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.		
<b>Total Minimum Credits</b>		<b>120</b>

<sup>1</sup> The following required courses may also satisfy General Education requirements: WRIT 101, ECNS 201, ECNS 202, M 143, STAT 216

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

## 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>		
Fall		
WRIT 101	College Writing I	3
Electives		3
General Education		9
Total		15
Spring		
M 143	Finite Mathematics	4
General Education		11
Total		15
<b>Second Year</b>		
Fall		
ACTG 201	Principles of Fin Acct	3
ECNS 201	Principles of Microeconomics	3
STAT 216	Introduction to Statistics	4
Electives		5
Total		15
Spring		
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
<b>Third Year</b>		
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
Electives		3
Total		15
Spring		
BFIN 322	Business Finance	3
BMKT 337	Consumer Behavior	3
BMIS 311	Management Information Systems	3
Upper Division Business Course		3
Elective		3
Total		15
<b>Fourth Year</b>		
Fall		
BMKT 342	Marketing Research	3
BMKT 411	Services/Relationship Mktg	3
BMKT 343	Integrated Marketing Comm	3
Electives		3
Upper Division Business Course		3

Total		15
Spring		
BMKT 449	Strategic Marketing Mgmt	3
BMKT 420	Integrated Online Marketing	3
BGEN 499	Capstone	3
Electives		3
Upper Division Business Course		3
Total		15