

**Bloomsburg University - Department of Marketing**  
**Bachelor of Science in Business Administration - Marketing**

<b>Courses</b>	<b>Cr.</b>	<b>Taken:</b>	<b>Courses</b>	<b>Cr.</b>	<b>Taken:</b>
<b>Business Administration Core Courses</b>	<b>24</b>		<b>General Education - Total Credits:</b>	<b>53</b>	
91.220 Financial Accounting	3	_____	<b>Communication<sup>2</sup> - 9 Credits</b>		
91.223 Managerial Accounting	3	_____	1) 20.101 Composition 1	3	_____
92.150 Introduction to Information Technology	3	_____	2) 20.201 Composition 2	3	_____
93.244 Principles of Management	3	_____	3) 25.103 Public Speaking	3	_____
93.481 Business Policies and Strategies	3	_____	<b>Quantitative<sup>2</sup> - 3 Credits</b>		
96.313 Intro to Corp. Finance	3	_____	1) 40.156 Business and Economics Math	3	_____
97.310 Marketing Principles and Practices	3	_____	<b>Values<sup>2</sup> - 3 Credits</b>		
98.331 Law and Legal Environment	3	_____	1) _____	3	_____
<b>Marketing Specialization:</b>	<b>21</b>		<b>Fitness - 2 Credits</b>		
97.330 Consumer Motivation and Behavior	3	_____	1) _____	1	_____
97.340 Advertising Management	3	_____	2) _____	1	_____
97.370 Sales Management	3	_____	<b>Group A (Humanities) - 12 Credits</b>		
97.380 International Marketing	3	_____	1) _____	3	_____
97.440 Marketing Research	3	_____	2) _____	3	_____
97.460 Marketing Management	3	_____	3) _____	3	_____
Marketing Elective:	3	_____	4) _____	3	_____
<b>Business Electives:</b>	<b>15</b>		<b>Group B (Social Sciences) - 12 Credits</b>		
1) _____	3	_____	1) 40.121 Principles of Economics I	3	_____
2) _____	3	_____	2) 40.122 Principles of Economics II	3	_____
3) _____	3	_____	3) 48.101 General Psychology	3	_____
4) _____	3	_____	4) _____	3	_____
5) _____	3	_____	<b>Group C (Nat. Sci. &amp; Math) - 12 Credits</b>		
<b>Other Requirements for Major</b>			1) 53.118 Applied Matrix Algebra	3	_____
20.201 Composition 2 (GenEd Communications)			2) _____	3	_____
25.103 Public Speaking (GenEd Communications)			3) _____	3	_____
40.121 Principles of Economics I (GenEd Group B)			4) _____	3	_____
40.122 Principles of Economics II (GenEd Group B)			<b>Free Electives (3 to 9 based on GenEd choices)<sup>1,2</sup></b>		
40.156 Bus. & Econ. Math OR 53.123 Essentials Calculus (GenEd Quantitative) <sup>1</sup>			1) _____	3	_____
48.101 General Psychology (GenEd Group A)			2) _____		_____
53.118 Applied Matrix Algebra (GenEd Group C)			3) _____		_____
40.256 Business and Economics Statistics	3	_____	<b>Optional 09.100 University Seminar<sup>3</sup></b>	<b>1</b>	_____
			<b>TOTAL CREDITS FOR PROGRAM</b>	<b>120</b>	

**Note 1:** If 53.123 taken, students may count 40.256 as their quantitative course, use 53.123 as a Group C course and then must take an extra free elective.  
**Note 2:** One Communications, Quantitative or Values course may also count as Group A, B, or C. If double counting one course, student must take an extra free elective.  
**Note 3:** If 09.100 not taken, then take additional Free Elective Credit  
**In all cases, total credits must equal 120.**

**Two Approved Diversity Courses:<sup>4</sup>**  
 1) 97.380 International Marketing \_\_\_\_\_  
 2) \_\_\_\_\_  
**Note 4:** One additional Major, General Ed. or Elective Course selected must also qualify as a Diversity Course; See approved list in catalog and consult advisor.