

## Bachelor of Science in Business Administration Degree Program: Marketing Concentration Curriculum

Bachelor of Science in Business Administration: 121 Credits / 40 Total Courses Marketing Concentration		
<b>General Education Requirements – 16 Courses*</b>		<b>49 Credits</b>
<b>Humanities Requirements – 6 Courses</b>		<b>18 Credits</b>
ART 301	Art History & Appreciation	3
ENG 101	English Composition I (Prerequisite: ENG099 or Pass Placement Exam)	3
ENG 201	English Composition II (Prerequisite: English Composition I)	3
ENG 205	American Literature	3
HIS 201	US History Since 1900	3
PHI 101	Critical Thinking	3
<b>Math, Natural &amp; Physical Science Requirements – 5 Courses</b>		<b>16 Credits</b>
MAT 103	Business Mathematics MAT099 or Pass Placement Exam	3
MAT 205	College Algebra MAT099 or Pass Placement Exam	3
MAT 305	Statistics	3
SCI 101	Environmental Science & Lab	4
SCI 201	Anatomy & Physiology	3
<b>Social Science Requirements – 5 Courses</b>		<b>15 Credits</b>
COM 201	Business Writing & Communication	3
COM 205	Speech Communication	3
ECO 101	Economics and Society	3
*INF 101 or INF 102A and INF 102B	Information Literacy for College Success (Required as first course at NECB)	3
PSY 101	Introduction to Psychology	3
<b>General Education Electives – Choose 2 Courses</b>		<b>6 Credits</b>
ENG 401	English Literature	3
FLS 101	Financial Literacy	3
MAT 310	Calculus for Financial Managers	3
PHI 301	Logic for Managers	3
POL 101	Introduction to Political Science	3
SOC 101	Introduction to Sociology	3
<b>General Education Total Credits</b>		<b>55 Credits</b>

<b>Business Administration Core Course Requirements – 13 Courses</b>		<b>39 Credits</b>
ACC 201	Accounting I (Prerequisite: Business Mathematics)	3
ACC 203	Financial Statements for Managers (Prerequisite: ACC 101)	3
COM 301	Interpersonal and Organizational Communication	3
ECO 201	Macroeconomics	3
ECO 202	Microeconomics	3
MGM 201	Principles of Management	3
MGM 250	Business Ethics	3
MGM 255	Business Law	3
MGM 301	Research Methods	3
MGM 305	Organizational Behavior	3
MGM 401	Operations Management	3
MGM 410	Strategic Planning & Decision Making	3
MKT 210	Principles of Marketing	3
<b>Elective Courses – Choose 4 courses</b>		<b>12 Credits</b>
FIN 201	Principles of Financial Services	3
FIN 305	Corporate Finance	3
MGM 210	Quality Customer Service	3
MGM 215	Leadership and Management	3
MGM 225	Human Resources	3
MGM 320	Recruitment Selection and Orientation	3
MGM 415	International Business Management	3
MIS 205	Management Information Systems	3
FIN XXX	One or more courses from the Finance Concentration	3
MKT XXX	One or more courses from the Management Concentration	3
ACC XXX	One or more courses from the Accounting Concentration (prerequisites may apply)	3
<b>Marketing Concentration – Choose 4 Courses</b>		<b>12 Credits</b>
MKT 215	Customer Relationship Marketing	3
MKT 220 <b>or</b> MKT 230	Principles of Advertising <b>or</b> Principles of Public Relations	3
MKT 301	Marketing Research	3
MKT 305	Consumer Behavior	3
<b>B.S.B.A. Capstone</b>	<b>Required – 1 Course</b>	<b>3 Credits</b>
MGM 450	B.S.B.A. Senior Capstone	3
<b>Total Business and Concentration</b>		<b>66 credits</b>
<b>Total B.S.B.A. with Marketing Concentration Program</b>		<b>121 Credits</b>