

Business Administration  
Marketing Concentration  
2007-2009

<b>Basic Business Core (24 Credit hours)</b>		CR	Term	Prerequisite	Hours
AC210	Principles of Accounting I	3	F/S -- CC		
AC220	Principles of Accounting II	3	F/S -- CC	AC 210	
BA212	Principles of Management	3	F/S	Lab fee \$30	
BA232	Principles of Marketing	3	F/S		
BA282	Business Law I	3	F		
EC206	Principles of Macroeconomics	3	F/S	MA 160 or higher	
EC216	Principles of Microeconomics	3	F/S	MA 160 or higher	
CS119	Computer Applications or higher Computer Science course	3	F/S -- CC		
<b>Business Administration Major (36 Credit hours) <u>Marketing Concentration</u></b>					
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MA 185	Calculus for Business	3	F/S		
BA 302	Statistics	3	F/S	MA 160 or higher	
BA 322	Principles of Finance I	3	F/S	MA 160 or higher, AC 220	
BA 324	Principles of Finance II	3	S	MA 160 or higher, AC 220, BA 322,	
BA 330	Retail Management	3	F	BA 232	
BA 332	Principles of Advertising	3	F/S -- CC	BA 232	
BA 352	Principles of Selling	3	F/S	BA 232 or permission of instructor	
BA 362	Consumer and Market Behavior	3	S --CC	BA 232	
BA 402	Market Research	3	S	BA 232, BA 302	
BA 442	Business Policy and Decision Making	3	F/S	Sr. standing, and permission of instructor. Lab fee \$40	
EC 375	Micro-Economic Theory	3	F/S	EC 216, MA 185	
EC 455	The Global Marketplace	3	S	EC 216, BA 322 or permission of instructor	