

# MARKETING (BA)

## Graduation Requirements for a Bachelor of Arts (B.A.)

### Requirements Common to All Majors in the School of Business: Accounting, Finance, International Business, Management, and Marketing

All B.A. candidates in Accounting, Finance, International Business, Management, and Marketing must satisfy the following requirements:

1. The candidate must complete the General Education requirements of the College. (See Academic Regulations and Procedures in the Course Catalog.)
2. The candidate must complete all courses required for the degree from the School of Business with a grade of C– or better in each course with an overall GPA of 2.0 or higher. Courses required for the degree are grouped in three categories known as the Common Body of Knowledge (common to all Business majors), the Major Requirements (specific to each degree), and the Capstone Curriculum (common to all Business majors). The list of courses in each category is as follows:

- a. The ten Common Body of Knowledge courses:

Code	Title	Hours
BUSI-1650	Quantitative Methods in Business	3
(A course waiver is allowed for students who have previously taken College Algebra with a grade of C– or better. Additionally, students who have a 24 or higher on the Math portion of the ACT or 580 or higher on the SAT may waive this requirement.)		
BUSI-2650	Business Statistics	3
	or MATH-1220 Introductory Statistics	
MGMT-2250	Prin of Business Management	3
ACCT-2090	Principles of Financial Accounting	3
ACCT-2100	Principles of Managerial Accounting	3
ECON-2090	Principles of Macroeconomics	3
ECON-2100	Principles of Microeconomics	3
BUSI-3710	Legal Environment of Business	3
MKTG-3100	Principles of Marketing	3
FINC-3100	Principles of Finance	3
<b>Total Hours</b>		<b>30</b>

- b. The Major Requirements for Accounting, Finance, International Business, Management, or Marketing. (See below.)

- c. The four components of the Capstone Curriculum:

BUSI-4900 Strategic Management Experiential Learning Activity, ACCT-4780 Experiential Learning Activity, FINC-4780 Experiential Learning Activity, MGMT-4780 Experiential Learning Activity or MKTG-4780 Experiential Learning Activity (The Experiential Learning Activity (ELA) is required of all School of Business majors. Students must consult with their advisor and the Director of the Experiential Learning Program to determine activities and conditions that will satisfy this requirement.) or Internship, ACCT-4790 Accounting Internship, FINC-4790 Finance Internship, MGMT-4790 Mgmt Internship or MKTG-4790 Marketing Internship BUSI-4850 Seminar on Executive Writing and Communic BUSI-4860 Seminar on Ethics &

Morality for Bus Prof (It is important for students and advisors to note that THEO-2000 Christian Moral Life and PHIL-3250 Ethics are prerequisites for this Seminar.)

3. Policy Statements:

- a. Students may petition for more than one major in the School of Business (e.g., a student may double major in Accounting and Finance, or double major in Finance and Marketing, etc.). Students who petition for the International Business major **must** declare a co-major within the School of Business (e.g. Accounting, Finance, Management, or Marketing).

- b. The minor in Business Administration is not available to majors in the School of Business. However, the minors in Accounting, Finance, and Entrepreneurship are available to majors in the School of Business.

- c. For students who transfer to Benedictine College and are accepted as a major, the School of Business reserves the right to determine which transferred courses will satisfy the requirements of a major. This determination will be based on a careful review of previous course content and rigor.

## Program Requirements

In addition to the ten Common Body of Knowledge courses and the four components of the Capstone Curriculum, the major requirements for a B.A. in Marketing are as follows:

Code	Title	Hours
MGMT-3250	International Management & Culture	3
MKTG-3880	Integrated Marketing Communications	3
MKTG-4850	Marketing Strategy	3
MKTG-3810	Consumer Behavior	3
MKTG-4830	Marketing Research	3
MKTG-4810	International Marketing	3
ECON-3100	Intermediate Microeconomic Theory	3
	or ECON-3200 Managerial Economics & Pricing Theory	
Two upper-division 3-credit-hour electives <sup>1</sup>		6
MKTG-COMP	Senior Comprehensive Exam	0
<b>Total Hours</b>		<b>27</b>

<sup>1</sup> (Including 3980 or 4980) from ACCT, FINC, ECON, MGMT, MTKG.