BUSINESS ADMINISTRATION, B.S. - MARKETING

The program outline and graduation requirements are listed below. In addition, free electives are selected to reach 120 credits overall required for graduation.

The department website provides an overview of the program, admission requirements (when applicable), faculty biographies, learning outcomes, and careers: https://www.southernct.edu/academics/marketing/programs

GENERAL EDUCATION REQUIREMENTS

All bachelor’s degree programs include liberal education (LEP) and writing (W) course requirements. To review more detailed information regarding these requirements, please visit Degree Requirements >> General Education (LEP) Requirements. Courses in the major and/or cognate may also be used to satisfy LEP requirements where noted below (*).

MAJOR REQUIREMENTS (66 Credits)

Students must take a minimum of 50 percent of the Business Administration Requirements, and at least 50 percent of the Concentration Requirements at Southern Connecticut State University.

Business Administration Requirements (33 Credits)
ACC 200 – Principles of Financial Accounting (‘C’ or better required)
ACC 210 – Managerial Accounting (‘C’ or better required)
BIS 370 – Business Information Systems (‘C’ or better required)
ECO 100 - Principles of Macro-Economics (T2CC)*
ECO 101 - Principles of Micro-Economics (T2GA)*
ECO 270 - Applied Business Statistics (‘C’ or better required)
FIN 300 – Corporate Finance (‘C’ or better required)
MGT 240 – Legal Environment of Business (‘C’ or better required)
MGT 305 – Organizational Behavior (‘C’ or better required)
MGT 450 – Business Policy and Strategy Seminar (‘C’ or better required)
MKT 200 – Principles of Marketing (‘C’ or better required)

Marketing Concentration (33 Credits Required)
MKT 321 - Consumer Behavior (‘C+’ or better required)
MKT 420 - Global Marketing (‘C+’ or better required)
MKT 425 - Marketing Research (T3)*
MKT 450 – Strategic Marketing (‘C+’ or better required)

Select 21 credits of MKT courses at the 200-level, 300-level, and the 400-level (‘C+’ or better required).
COGNATE REQUIREMENTS (6 Credits)

CSC 200 - Information Management and Productivity Software (T1TF)*
MAT 125 or MAT 150 - Mathematics Cognate (T1QR)*