

BUSINESS ADMINISTRATION COMPREHENSIVE MAJOR: MARKETING EMPHASIS

Program Requirements

A minimum of 63 credits is required, including the 21-credit Base Curriculum, the 15- credit Business Administration Nucleus:

| Code | Title | Credits |
|--------------------------------------------------|---------------------------------------|--------------|
| Base Curriculum | | |
| ACC 201 | Introduction to Financial Accounting | 3 |
| ACC 202 | Introduction to Managerial Accounting | 3 |
| ECON 201 | Macroeconomics (GT-SS1) | 3 |
| ECON 202 | Microeconomics | 3 |
| Select one of the following mathematics courses: | | 3-4 |
| MATH 140 | College Algebra (GT-MA1) | |
| MATH 141 | Precalculus (GT-MA1) | |
| MATH 151 | Calculus I (GT-MA1) | |
| One of the following: | | 3 |
| BUAD 220 | Spreadsheets and Analysis | |
| CS 120 | Professional Computer Skills | |
| One of the following: | | 3 |
| MATH 213 | Probability and Statistics (GT-MA1) | |
| ECON 216 | Statistics for Business and Economics | |
| Total Credits | | 21-22 |

The 15-credit Business Administration Nucleus forms the core for each of the emphasis areas and also comprises the bulk of the Standard Program. It is important that the student achieve a high level of understanding of the basic fundamental concepts represented by these courses to be successful in the completion of the required upper-level course work and in their business career. If BUAD 350 Human Resource Management Human Resource Management is used to satisfy the requirements of the Business Administration Nucleus, then it cannot be used to satisfy the elective requirement within the major.

| Code | Title | Credits |
|----------------------------------------|-----------------------------|-----------|
| Business Administration Nucleus | | |
| BUAD 185 | Business Communication | 3 |
| BUAD 210 | Foundations of Business Law | 3 |
| BUAD 270 | Principles of Marketing | 3 |
| BUAD 360 | Managerial Finance | 3 |
| One of the following: | | 3 |
| BUAD 333 | Organizational Behavior | |
| BUAD 350 | Human Resource Management | |
| Total Credits | | 15 |

And the following courses:

| Code | Title | Credits |
|----------|--------------------------|---------|
| BUAD 327 | Social Media Marketing | 3 |
| BUAD 335 | Marketing Communications | 3 |
| BUAD 343 | Sales I | 3 |

| | | |
|-------------------------------------------------|----------------------------------------------------------------|-----------|
| BUAD 345 | Consumer Behavior | 3 |
| BUAD 425 | Marketing Research | 3 |
| BUAD 491 | Strategic Management | 3 |
| Select nine credits of the following electives: | | 9 |
| BUAD 101 | Business of Life ¹ | |
| BUAD 150 | Introduction to Sustainable Tourism & Hospitality ¹ | |
| BUAD 300 | Business Ethics | |
| BUAD 311 | Business Analytics | |
| BUAD 315 | Advanced Business Law | |
| BUAD 325 | Management Information Systems | |
| BUAD 350 | Human Resource Management | |
| BUAD 384 | Sales II | |
| BUAD 428 | Sales III | |
| BUAD 499 | Internship in Business Administration ¹ | |
| CS 160 | Introduction to Web Design | |
| Total Credits | | 27 |

¹ No more than three credits from BUAD 101 Business of Life, BUAD 150 Introduction to Sustainable Tourism & Hospitality, or BUAD 499 Internship in Business Administration may be used to satisfy the elective requirement.

Capstone Course Requirement

The following courses in the Business Administration Major fulfill the capstone course requirement: BUAD 491 Strategic Management.

Graduation Requirements

Undergraduate programs require a minimum of 120 semester credits for graduation. Of those 120 credits, 40 credits must be in upper-division courses (those marked 300 and above). Fifteen of these 40 upper-division credits must be earned in courses that are part of the standard or comprehensive major program being pursued.

Students are expected to review all graduation requirements, which can be found in the Western Undergraduate Catalog: Graduation Requirements (<https://catalog.western.edu/undergraduate/graduation-requirements/>).

| Course | Title | Credits |
|-----------------|---------------------------------------|-----------|
| Year One | | |
| Fall | | |
| BUAD 101 | Business of Life | 3 |
| ENG 102 | Writing and Rhetoric I (GFC01) | 3 |
| Gen Ed | Natural Sciences w/lab | 4 |
| HWTR 100 | First Year Seminar | 1 |
| MATH 140 | College Algebra (GT-MA1) | 3 |
| Credits | | 14 |
| Spring | | |
| ACC 201 | Introduction to Financial Accounting | 3 |
| ECON 201 | Macroeconomics (GT-SS1) | 3 |
| ENG 103 | Writing and Rhetoric II (GT-C02) | 3 |
| Gen Ed | Natural Sciences w/lab | 4 |
| Gen Ed | Area III | 3 |
| Credits | | 16 |
| Year Two | | |
| Fall | | |
| ACC 202 | Introduction to Managerial Accounting | 3 |
| ECON 216 | Statistics for Business and Economics | 3 |

2 Business Administration Comprehensive Major: Marketing Emphasis

| | | |
|-------------------------|-------------------------------------------------------------------|------------|
| Elective | Elective | 3 |
| Gen Ed | Area I | 3 |
| Gen Ed | Area III | 3 |
| Credits | | 15 |
| Spring | | |
| BUAD 220 | Spreadsheets and Analysis | 3 |
| BUAD 270 | Principles of Marketing | 3 |
| ECON 202 | Microeconomics | 3 |
| Gen Ed | Area I | 3 |
| Gen Ed | Area III | 3 |
| Credits | | 15 |
| Year Three | | |
| Fall | | |
| BUAD 185 | Business Communication | 3 |
| BUAD 210 | Foundations of Business Law | 3 |
| BUAD 343 | Sales I | 3 |
| BUAD 345 | Consumer Behavior | 3 |
| Elective | Elective | 3 |
| Credits | | 15 |
| Spring | | |
| BUAD 327 | Social Media Marketing | 3 |
| BUAD 333 or BUAD 350 | Organizational Behavior or Human Resource Management | 3 |
| BUAD 335 | Marketing Communications | 3 |
| Elective | Elective | 3 |
| Elective | Emphasis Elective | 3 |
| Credits | | 15 |
| Summer | | |
| BUAD 499 | Internship in Business Administration (optional, but recommended) | 3 |
| Credits | | 3 |
| Year Four | | |
| Fall | | |
| BUAD 360 | Managerial Finance | 3 |
| BUAD 425 | Marketing Research | 3 |
| Elective | Elective | 9 |
| Credits | | 15 |
| Spring | | |
| BUAD 491 | Strategic Management | 3 |
| Elective | Elective | 9 |
| Elective | Emphasis Elective | 3 |
| Credits | | 15 |
| Total Credits | | 123 |