

MARKETING MAJOR, BACHELOR OF ARTS IN BUSINESS ADMINISTRATION (BAB)

The Marketing curriculum prepares students for a wide variety of possible career paths. Marketers can be involved with such activities as product development, pricing decisions, advertising, sales management and marketing research. Marketing practitioners act as the connecting link between the firm and its external environment; they assist organizations in adapting to an ever-changing environment.

Students must be formally admitted to the Business Undergraduate Program or officially declared as a minor before enrolling in business classes in the major. See Business Administration Course Enrollment Policies for more information.

Courses taken for the Marketing Major beyond the required Business Administration Core are not counted double toward the Entrepreneurship, Finance, Human Resource Management Option, Operations Management Option or General Business Option majors.

Notes:

- formal admission to the BAB program is required;
- ECON 200 and ECON 201 are considered supporting courses and may be used to fulfill GEGRs as well as requirements for the Business Administration degree; however, these courses are not counted twice toward the total of 180 credits for graduation.

Grade Requirements for Graduation: a minimum grade \geq C in each course required for the major and a minimum GPA \geq 2.5 for all upper division Business Administration core courses as well as required and elective courses taken to fulfill requirements for the major area.

Required Business Administration Core

Lower Division

ACCT 251	PRINCIPLES OF FINANCIAL ACCOUNTING	5
ACCT 252	PRINCIPLES OF MANAGEMENT ACCOUNTING	4
ACCT 261	BUSINESS LAW	4
DSCI 245	BUSINESS STATISTICS 1	4
ECON 200	INTRODUCTION TO MICROECONOMICS	5
ECON 201	INTRODUCTION TO MACROECONOMICS	5
ENGL 201	COLLEGE COMPOSITION: ANALYSIS, RESEARCH AND DOCUMENTATION	5
MATH 142	PRECALCULUS MATH II	5
or MATH 161	CALCULUS I	
or HONS 161	CALCULUS I	
or MATH 200	FINITE MATHEMATICS	

Upper Division

DSCI 346	BUSINESS STATISTICS 2	4
FINC 335	FINANCIAL MANAGEMENT	4
MGMT 326	ORGANIZATION THEORY AND BEHAVIOR	4
MGMT 423	BUSINESS AND SOCIETY	4
MISC 311	INFORMATION TECHNOLOGY IN BUSINESS	4
MKTG 310	PRINCIPLES OF MARKETING	4

OPSM 330	OPERATIONS MANAGEMENT	4
Required courses		
MKTG 400	BUYER BEHAVIOR	4
MKTG 411	MARKETING RESEARCH	4
MKTG 412	MARKETING MANAGEMENT	4
Electives—choose approved, related electives in consultation with your faculty advisor.		12
Required Senior Capstone		
MGMT 490	DEPARTMENT SENIOR CAPSTONE	4
Total Credits		93

University Competencies and Proficiencies

English (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#newitemtext>)

Quantitative and Symbolic Reasoning (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#mathcompproficienciestext>)

Placement and Clearance Exams (<http://catalog.ewu.edu/archives/2021-2022/placement/>)

Prior Learning/Sources of Credit AP, CLEP, IB (<http://catalog.ewu.edu/archives/2021-2022/prior-learning/>)

General Education Requirements (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#generaleducationrequirementstext>) (**GER**)

- Minimum Credits—180 cumulative credit hours
 - 60 upper-division credits (300 level or above)
 - 45 credits in residence (attendance) at Eastern, with at least 15 upper-division credits in major in residence at Eastern
- Minimum Cumulative GPA \geq 2.0

Breadth Area Core Requirements (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#generaleducationcorerequirementstext>) (**BACR**)

Humanities and Arts (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#humanitiesandfineartstext>)

Natural Sciences (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#naturalsciencesgecrtxt>)

Social Sciences (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#socialsciencesgecrtxt>)

University Graduation Requirements (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#universitygraduationrequirementstext>) (**UGR**)

Diversity Course List (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#cultureandgenderdiversityintheuslisttext>)

Foreign Language (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#foreignlanguageugrtxt>) (for Bachelor of Arts)

Global Studies Course List (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#internationalstudiesrequirementstext>)

Minor or Certificate (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#majorminororcertificateugrtxt>)

Senior Capstone Course List (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#capstonecourselisttext>)

All admitted students must officially Declare a Major (<https://inside.ewu.edu/center-for-academic-advising-and-retention/academic-planning-tools/declare-your-major/>) by the time they reach 90 credits (junior standing).

Application for Graduation (use EagleNET (<https://inside.ewu.edu/eaglenet/>)) must be made at least two terms in advance of the term you expect to graduate (undergraduate and post-baccalaureate).

Use the Catalog Archives (<https://catalog.ewu.edu/archives/>) to determine two important catalog years (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#activecatalogruletext>).

SOAR (<https://soar.ewu.edu/selfservice/general/home.html>) calculates based on these two catalog years.

1. The catalog *in effect at the student's first term* of current matriculation is used to determine **BACR** (Breadth Area Credit Requirements) **and UGR** (Undergraduate Graduation Requirements).
2. The catalog *in effect at the time the student declares a major or minor* is used to determine the program requirements.

Students who successfully earn a BAB in Marketing from EWU should be able to do the following:

- analyze the impact of marketing environments on marketing strategy and performance;
- apply marketing principles to segment consumer groups and develop appropriate positioning strategies;
- collect, analyze, interpret and report market data;
- explain and apply consumer behavior principles and their implications for marketing strategy and practice;
- explain and apply the principles of managing the marketing mix as they relate to marketing planning and integrate these into a marketing plan.