

# MARKETING MAJOR, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSB)

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 declared in a BSB major or officially declared as a minor before enrolling in business classes in the required business administration core.

The undergraduate business policies can be found on the School of Business advising page (<https://www.ewu.edu/cpp/business/advising/#policies>).

Note:

- **Students must declare and complete the minimum BSB Pre-Major requirements or have completed the minimum Pre-Major requirements through transfer work prior to declaring for any BSB major.**
- ECON 200 and ECON 201 are considered supporting courses and may be used to fulfill BACRs 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.

## Bachelor of Science in Business Pre-Major

### Pre-Major General Education (5 out of 6 required with a C or 2.0 GPA or higher per university requirements for full major declaration)

BACR - Humanities and Arts

BACR - Humanities and Arts

BACR - Natural Sciences

BACR - Natural Sciences

Diversity

Global Studies

### Pre-Major Lower Division Business Core (Completion of 6 out of 8 required with a 2.5 GPA or higher for full major declaration)

37

ACCT 251 PRINCIPLES OF FINANCIAL ACCOUNTING

ACCT 252 PRINCIPLES OF MANAGEMENT ACCOUNTING

ACCT 261 BUSINESS LAW

DSCI 245 BUSINESS STATISTICS 1

ECON 200 INTRODUCTION TO MICROECONOMICS

ECON 201 INTRODUCTION TO MACROECONOMICS

ENGL 201 COLLEGE COMPOSITION: ANALYSIS, RESEARCH AND DOCUMENTATION

MATH 200 FINITE MATHEMATICS

or MATH 142 PRECALCULUS MATH II

or MATH 161 CALCULUS I

or HONS 161 CALCULUS I

### Total Credits

37

## Required Business Administration Core

### Upper Division

DSCI 346 BUSINESS STATISTICS 2

4

FINC 335 FINANCIAL MANAGEMENT

4

MGMT 326 ORGANIZATION THEORY AND BEHAVIOR

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
<b>Electives—choose approved, related electives in consultation with your faculty advisor.</b>		<b>12</b>
<b>Required Senior Capstone</b>		
MGMT 490	DEPARTMENT SENIOR CAPSTONE	4
<b>Total Credits</b>		<b>52</b>

**Students should declare the Pre-Major, Bachelor of Science in Business Administration (BSB) if interested in majoring in:**

Entrepreneurship (<http://catalog.ewu.edu/ps/sb/entrepreneurship-bsb/>)

Finance (<http://catalog.ewu.edu/ps/sb/finance-bsb/>)

Human Resources (<http://catalog.ewu.edu/ps/sb/management-human-resource-option-bsb/>)

Information Systems and Business Analytics (<http://catalog.ewu.edu/ps/sb/information-systems-business-analytics-bsb/>)

International Business (<http://catalog.ewu.edu/ps/sb/international-business-bsb/>)

Management (<http://catalog.ewu.edu/ps/sb/management-general-option-bsb/>)

Marketing (p. 1)

Professional Accounting (<http://catalog.ewu.edu/ps/sb/professional-accounting-bsb/>)

The BSB Pre-Major is designed to provide students with exposure to Lower Division Business Core topics to assist students in identifying a major that aligns with their interests. Combined with the General Education (<http://catalog.ewu.edu/undergraduate-degree/>) requirements, students will gain a foundation for success in all areas of study.

Students should declare the pre-major as soon as identifying an interest in one of the BSB programs and they will then be periodically informed of BSB-related activities. Students must complete the minimum pre-major coursework with the specified grade requirements prior to declaring the full major and continuing with upper-division coursework.

For additional information review the School of Business Undergraduate Advising (<https://www.ewu.edu/cpp/business/advising/>) information or contact CAAR (<https://inside.ewu.edu/advising/>) to learn more about declaring the BSB Pre-Major or one of the BSB degrees listed.

## Plan of Study

**The following plan of study is for a student with zero credits.** Individual students may have different factors such as: credit through transfer work, Advanced Placement, Running Start, or any other type of college-level coursework that requires an individual plan.

Courses may be offered in different terms and not all courses are offered every term, checking the academic schedule is paramount in keeping an individual plan current. There may be some courses that have required prerequisites not listed in the plan, review the course descriptions for information. **Students should connect with an advisor to ensure they are on track to graduate.**

All Undergraduate students are required to meet the Undergraduate Degree Requirements (<http://catalog.ewu.edu/undergraduate-degree/>).

<b>First Year</b>			
<b>Fall Quarter</b>	<b>Credits</b>	<b>Winter Quarter</b>	<b>Credits</b>
ENGL 101	5	ENGL 201	4
Humanities & Arts 1 <sup>1</sup>	5	MATH 200	5
Natural Sciences BACR 1 <sup>1</sup>	5	Humanities & Arts BACR 2 <sup>1</sup>	5
	<b>15</b>		<b>14</b>
<b>Second Year</b>			
<b>Fall Quarter</b>	<b>Credits</b>	<b>Winter Quarter</b>	<b>Credits</b>
DSCI 346	4	ACCT 251	4
ECON 201 (Social Science BACR 2)	5	ACCT 261	4
MISC 311	4	Elective - 2nd major, minor, or general elective	5
		Diversity - graduation requirement <sup>1</sup>	4-5
	<b>13</b>		<b>17-18</b>
<b>Third Year</b>			
<b>Fall Quarter</b>	<b>Credits</b>	<b>Winter Quarter</b>	<b>Credits</b>
FINC 335	4	MKTG 411	4
MKTG 400	4	OPSM 330	4
Elective - 2nd major, minor, or general elective	4-5	Elective - 2nd major, minor, or general elective	4-5
Elective - 2nd major, minor, or general elective	4-5	Elective - 2nd major, minor, or general elective	4-5
	<b>16-18</b>		<b>16-18</b>
<b>Fourth Year</b>			
<b>Fall Quarter</b>	<b>Credits</b>	<b>Winter Quarter</b>	<b>Credits</b>
Marketing Elective <sup>2</sup>	4-5	Marketing Elective <sup>2</sup>	4
Elective - 2nd major, minor, or general elective	4-5	Elective - 2nd major, minor, or general elective	4-5
Elective - 2nd major, minor, or general elective	4-5	Elective - 2nd major, minor, or general elective	4-5

Elective - 2nd major, minor, or general elective	4-5		
	16-20	12-15	12-14

**Total Credits 180-197**

- <sup>1</sup> University Graduation Requirements (UGR) and Breadth Area Course Requirements (BACR) courses may be less than 5 credits and additional credits may be required to reach the required 180 total credits needed to graduate. Students should connect with an advisor to ensure they are on track to graduate.
- <sup>2</sup> Electives—choose 12 credits in approved, related electives in consultation with your faculty advisor.

**University Competencies and Proficiencies**

English (<http://catalog.ewu.edu/undergraduate-degree/#newitemtext>)  
 Quantitative and Symbolic Reasoning (<http://catalog.ewu.edu/undergraduate-degree/#mathcompproficienciestext>)  
 Placement and Clearance (<http://catalog.ewu.edu/placement/>)  
 Prior Learning/Sources of Credit AP, CLEP, IB (<http://catalog.ewu.edu/prior-learning/>)

**General Education Requirements (<http://catalog.ewu.edu/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 (BACR)**

Humanities and Arts (<http://catalog.ewu.edu/undergraduate-degree/#humanitiesandfineartsgecrtext>)  
 Natural Sciences (<http://catalog.ewu.edu/undergraduate-degree/#naturalsciencesgecrtext>)  
 Social Sciences (<http://catalog.ewu.edu/undergraduate-degree/#socialsciencesgecrtext>)

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

Diversity Course List (<http://catalog.ewu.edu/undergraduate-degree/#cultureandgenderdiversityintheuslisttext>)  
 World Language (<http://catalog.ewu.edu/undergraduate-degree/#worldlanguagetext>) (for Bachelor of Arts)  
 Global Studies Course List (<http://catalog.ewu.edu/undergraduate-degree/#internationalstudiesrequirementtext>)  
 Minor or Certificate (<http://catalog.ewu.edu/undergraduate-degree/#majorminororcertificateugrtext>)  
 Senior Capstone Course List (<http://catalog.ewu.edu/undergraduate-degree/#capstonecourselisttext>)

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 (<http://catalog.ewu.edu/archives/>) to determine *two important catalog years*.

Requirements in Degree Works (<https://inside.ewu.edu/records-and-registration/degree-works/>) are based on these two catalog years:

- 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).
- The catalog *in effect at the time the student declares a major or minor* is used to determine the program requirements.

**Students who earn a BSB in Marketing from EWU should be able to:**

- 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.