

# Avila University

## Bachelor of Science in Business Administration

Major: **Marketing**

Fall 2017-Spring 2018

### Avila Core Requirements:

#### Foundation Courses:

CO 110 Fundamentals of Communication	_____	3 hrs
EN 111 or 112 Composition I OR II	_____	3 hrs*
MA 120 or higher level math course	_____	3 hrs*
FS 101 First year Seminar	_____	1 hr
Total		10 hrs

\*based upon ACT/SAT or placement test. Student may be required to complete EN 095 or MA 092 prior to the above English or Math requirement.

Core Curriculum Pillars and Levels – a total of 30 semester hours are required: 6 hrs at the *Contribute* Level and 24 from the *Acquire and Transform* areas. (Some of these requirements are met by courses completed as part of the Bachelor of Science in Business Administration degree as indicated by the asterisk below.)

	Social Justice (6 cr hrs)	OR	Creativity and Culture (6 cr hrs)	OR	Belief and Reason (6 cr hrs)	OR	Explorations of Nature (6 cr hrs)
<b>Contribute</b> 6 hrs: (2):	_____		_____		_____		_____
<b>Transform</b> & <b>Acquire</b>	FI 330*		BU 340*		BL 305*		PY 101* EC 202*
Total 24 hrs	EC 203* CS 210*		_____		EN 112*		

30 Hrs above of which can also fulfill Interdisciplinary (IS), Global Studies (GS) and/or Civic Engagement (CE) requirements (otherwise separate courses are required)

#### First year students (& transfer < 30 credits):

Interdisciplinary (IS): 9 hrs: \_\_\_\_\_; \_\_\_\_\_; \_\_\_\_\_  
 Global Studies (GS): 9 hrs: \_\_\_\_\_; \_\_\_\_\_; \_\_\_\_\_  
 Civic Engagement (CE): 3 hrs: \_\_\_\_\_;

30-59 credits: Must complete 6 credits of GS, 6 credits of IS, and 3 credits of CE

60 or more credits: Must complete 3 credits of GS, 3 credits of IS, 3 credits of CE and another 3 credit of GS, IS or CE

### Major Related Requirements:

EN 112 Composition II	_____	3 hrs
PY 101 General Psychology	_____	3 hrs
CS 210 Navigating Digital Society	_____	3 hrs

### **Business Core Requirements:**

AC 201 Principles of Accounting I	_____	3 hrs
AC 202 Principles of Accounting II	_____	3 hrs
EC 202 Principles of Microeconomics	_____	3 hrs
EC 203 Principles of Macroeconomics	_____	3 hrs
EC 240 Statistical Analysis	_____	3 hrs
BL 305 Legal Aspects of Business I	_____	3 hrs
MK 310 Marketing	_____	3 hrs
EC 241 Quantitative Analysis	_____	3 hrs
MG 321 Management	OR	
MG 322 Org Behavior & Development	_____	3 hrs
FI 330 Finance	_____	3 hrs
BU 340 Business Communication	_____	3 hrs
MG 498 Strategic Management	_____	3 hrs
BU 499 Business Capstone	_____	3 hrs
Business Core		39 hrs

Double major: (if chosen): \_\_\_\_\_  
Requirements:

### **Marketing Major Specific Requirements**

MK 415 Marketing Policy (CE)	_____	3 hrs
MK 417 Marketing Research	_____	3 hrs
AND Select four from the following list:		
EC 340 Statistical Analysis II	_____	3 hrs
MK 312 Consumer Behavior	_____	3 hrs
MK 313 Promotion Strategy	_____	3 hrs
MK 316 Personal Selling	_____	3 hrs
MK 411 International Marketing(GS)	_____	3 hrs
MK 412 Services Marketing	_____	3 hrs
Total Marketing major specific:		18 hrs

A total of 120 semester hours are required for graduation. Any hours not required to fulfill Avila Core or Business degree requirements are considered general elective hours.