

Avila University

Bachelor of Science in Business Administration

Major: **Marketing**
Fall 2016-Spring 2017

Avila Core Requirements:

Foundation Courses:

CO 110 Fundamentals of Communication	_____	3 hrs
EN 111 English Composition I	_____	3 hrs*
MA 120 or higher level math	_____	3 hrs*
FS 101 First year Seminar	_____	1 hr
Total		10-12 hrs

*based upon ACT/SAT or placement test. Student may be required to complete EN 095 or MA090/091 prior to the English or Math requirement. MA 241 is 5 semester hours.

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)		Creativity and Culture (6 cr hrs)		Belief and Reason (6 cr hrs)		Explorations of Nature (6 cr hrs)
Contribute							
6 hrs: (2):	_____	OR	_____	or	_____	OR	_____
Transform	FI 330*		BU 340*				
&							
Acquire	EC 202*				BL 305*		PY 101*
	EC 203*				CS 111*		
Total 24 hrs					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:

Interdisciplinary: 9 hrs: _____; _____; _____
Global Studies: 9 hrs: _____; _____; _____
Civic Engagement: 3 hrs: _____;

Major and Related Requirements:

EN 112 Rhetorical Argument _____ 3 hrs
PY 101 General Psychology _____ 3 hrs

Business Core Requirements:

CS 111 Ethics in Technology	_____	3 hrs
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		42 hours

Double major: (if chosen): _____

Requirements:

Marketing Major Specific Requirements

MK 415 Marketing Policy	_____	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	_____	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.