

**3 Year Program for Bachelor of Science in Business Administration  
Marketing Specialization  
Example Three-Year Plan of Study**

The program outline below shows how a student can earn the BSBA-Marketing degree in three years at BGSU. Before you enroll at BGSU, **consult with a College of Business advisor (419-372-2747)** so that you earn the right credits that will count toward the degree.

<b>Credits to earn before enrolling at BGSU through AP, CLEP, CCP, or IB.</b>			
BGSU Course Subject and Title	Credits	BGSU Course Subject and Title	Credits
GSW 1110 Intro to Academic Writing	3	GSW 1120 Academic Writing	3
Natural Science- Consultation	3-5	Natural Science- Consultation	3-5
Math 1260* Basic Calculus	5	ECON 2030* Principles of Macroeconomics	3
ECON 2020* Principles of Microeconomics	3	Humanities and Arts- Consultation	3
Humanities and Arts**- Consultation	3	Cultural Diversity- Consultation	3
<b>Total Hours Completed 32-36</b>			
<i>*Fulfills Degree Program Core Courses too</i>			
<i>**One Humanities and Arts should fulfill the International Perspective</i>			
<b>Fall Semester Year 1</b>		<b>Spring Semester Year 1</b>	
BA 1500 Overview of Business Administration	3	BIZX 1100 Applied Business Experience I	1
ACCT 2210 Accounting and Business Concepts I	3	ACCT 2220 Accounting and Business Concepts II	3
STAT 2110 Elementary Statistical Methods I	3	STAT 2120 Elementary Statistical Methods II	3
ECON- Consultation	3	BA 2030 Business Communication	3
MIS 2000 Introduction to Management Information Systems	3	Elective	3
		Elective	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>16</b>
<b>Fall Semester Year 2</b>		<b>Spring Semester Year 2</b>	
BIZX 2200 Applied Business Experience II	1	BIZX 3300 Applied Business Experience III	1
FIN 3000 Business Finance	3	MGMT 3600 Organizational Theory and Behavior	3
MGMT 3000 Integrated Operations and Supply Chain Management	3	MKT 3020 Consumer Behavior	3
LEGS 3010 Legal Environment of Business	3	MKT 3200 Marketing Research	3
MKT 2010 Introduction to Marketing Management	3	Elective	3
Elective	3	Elective	3
<b>Total</b>	<b>16</b>	<b>Total</b>	<b>16</b>
<b>Fall Semester Year 3</b>		<b>Spring Semester Year 3</b>	
OR 3800 Introduction to Management Science	3	BIZX 4000 Senior Applied Business Experience	3
MKT 4600 Marketing Management	3	BA 4060 Global Strategy	3
3000/4000 level Marketing Elective	3	3000/4000 level Marketing Elective	3
3000/4000 level Marketing Elective	3	3000/4000 level Marketing Elective	3
Elective	3	Elective	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

1) Electives may be needed to reach the required minimum 122 credit hours. 2) 40 credit hours must be completed at the 3000/4000 level. 3) There are additional requirements to pursue this major including a minimum 12 BGSU hours that count toward the degree, minimum 2.50 BGSU cumulative GPA, and completion of four or more of the following courses with at least a "C" within 45 credit hours- ACCT 2210, ACCT 2220, ECON 2020, ECON 2030, STAT 2110, STAT 2120, BA 2030, MIS 2000.

**Any questions? Contact an advisor in the College of Business at 419-372-2747.**