

Spring 2021 - current | **Bachelor of Science in Business Administration – Marketing Specialization**



**BG PERSPECTIVE (BGP) REQUIREMENTS:**

Course \_\_\_\_\_ Credits \_\_\_\_\_

**Must complete at least 1 course in each of the following:**

English Composition and Oral Communication

\_\_\_\_\_

Quantitative Literacy

\_\_\_\_\_

**Must complete at least 2 courses in each of the following:**

Humanities and the Arts

\_\_\_\_\_

\_\_\_\_\_

Natural Sciences - at least one Lab Science required

\_\_\_\_\_

\_\_\_\_\_

Social and Behavioral Sciences

\_\_\_\_\_

\_\_\_\_\_

**Complete total required BGP credit hours by selecting courses from any of the above categories:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**UNIVERSITY REQUIREMENTS**

Note: Designated courses in the Humanities and the Arts, and the Social and Behavioral Sciences domains may be used to fulfill both a BGP requirement and one of the following university requirements:

Cultural Diversity in the U.S. \_\_\_\_\_

International Perspective \_\_\_\_\_

Composition Requirement:

\_\_\_\_\_ WRIT 1120 Research Writing \_\_\_\_\_

**Total BGP Credits: Must be at least 36**

**Electives (additional hours needed to reach 122 hours) and/or optional additional specialization or minor**

Fall	Grade	Hrs.	Spring	Grade	Hrs.

**First Year Experience**

\_\_\_\_\_ BA 1500: Understanding the Dynamics of Business

**3 Hrs.**

3

**Calculus Requirement**

\_\_\_\_\_ Both BA 1600 and BA 1700 or MATH 1260 or MATH 1310 or both MATH 1340 and MATH 1350

**5-6 Hrs.**

**Admission Requirements (See reverse side)**

**Admission Core\***

_____	ACCT 2210: Acct. & Bus. Concepts 1	3
_____	ACCT 2220: Acct. & Bus. Concepts 2	3
_____	ECON 2020: Prin. Of Microeconomics	3
_____	ECON 2030: Prin. Of Macroeconomics	3
_____	BA 2030: Bus. Communication	3
_____	BA 2110: Bus. Analytics III: Descriptive Analytics	3
_____	BA 2120: Bus. Analytics IV: Predictive Analytics	3
_____	IS 2000: Intro to IS	3

\*can also apply towards BGP requirements

**Business Core**

_____	ECON 3020 or 3030 or 3040 or 3110 or 3510	3
_____	LEGS 3010: Legal Business Environment	3
_____	FIN 3000**: Business Finance	3
_____	MGMT 3000**: Int. Ops & SCM	3
_____	MGMT 3600**: Org. Theory & Behavior	3
_____	MKT 2010**: Intro. to Mkt. Mgmt.	3
_____	BA 3500**: Ethics and Social Responsibility in Bus.	3
_____	BA 3800**: Bus. Analytics V: Prescriptive Analytics	3
_____	BA 4500: Integrated Business Experience	3
_____	MGMT 4060: Global Strategy	3

\*\*BA 4500 is only open to seniors who have achieved BSBA admission and have credit for BA 3500, FIN 3000, MGMT 3000, MGMT 3600, MKT 2010 & BA 3800. Prerequisite or concurrent with MGMT 4060.

**Marketing Specialization**

_____	MKT 3020	3
_____	MKT 3200	3
_____	MKT 4600 (BSBA Admission)	3
_____	Elective 1*	3
_____	Elective 2*	3
_____	Elective 3*	3
_____	Elective 4*	3

\*Electives choices: MKT 3350, 3400, 3500, 4000, 4050, 4100, 4120, 4150, 4160, 4200, 4250, 4300, 4320, 4350, 4420, 4450, 4550 or 3 courses from the above list of marketing electives and 1 course from: BA 3100; GEOG 3120, 3250; COMM 3030; JOUR 3410; MGMT 3300; PSYC 3110; SOC 3010, 3710; TCOM 3660

See current course descriptions for specific course prerequisites.

**Specialization Notes:**

- Students must achieve a grade of "C" or better in MKT 2010 in order to enroll in advanced marketing courses and must meet all other course prerequisites.
- Students must achieve a "C" or better in MKT 3020 and MKT 3200 and be admitted to the BSBA program in order to enroll in MKT 4600.
- A grade of "C" or better must be earned in each course taken for the Marketing specialization.
- For students who plan to pursue both a Marketing Specialization and a Sales and Services Marketing Specialization, they must complete at least 15 credit hours toward one specialization that are not counted in the other specialization.

## BSBA ADMISSION (Must be met by 45 Hours)

### BSBA admission requirements are:

- (i) Completion of MATH 1260, or BA 1600, or 1310, or both 1340 and 1350 with a C or higher
- (ii) minimum 12 BGSU hours that count toward the degree;
- (iii) minimum 2.50 BGSU cumulative GPA;
- (iv) 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, BA 2030, BA 2110, BA 2120, IS 2000. However, all of the courses in the admission core must be completed

# MATH requirement also satisfies Quantitative Literacy requirement

Admission decisions are made three times each year. All pre-business students with 45 hours toward the degree are reviewed for admission.

BGSU students planning on transferring to the BSBA program must apply for College entrance and pre-business status within 45 hours toward the degree or, in the case that 45 or more hours are transferred from another institution, upon completion of 12 BGSU hours toward the degree.

### NOTES:

Students who do not achieve BSBA admission in the admission review are placed on conditional standing for one semester or 15 credit hours to satisfy BSBA admission requirements. Pre-business students on conditional standing may take 3000-level business courses, subject to completion of prerequisites, but may not take 4000-level business courses.

Students who do not achieve BSBA admission after the conditional semester will not be permitted to take 3000-or 4000-level business courses and must pursue other degree programs offered at BGSU or another institution.

### UNIVERSITY HOURS *NOT* TOWARD BSBA DEGREE:

Credit for the following courses count only toward total hours earned and class standing.

ACCT: 2000	MATH: 90, 90X, 95, 95X, 1210
ACEN: 1000, 1210	MGMT: 3050
ACT: All courses	MKT: 3000
BUSE: 2640, 2680	PEG: All courses
DANC: Courses below 2300	STAT: 2000
ECON: 3010	UNIV: All courses
EXSC: Courses below 2300	TRHR: All courses
GSW: 1100S	

### NOTES:

- The checksheet should be used in conjunction with the degree audit and advising to track progress toward degree completion.
- The calculus requirement, all required business courses, and courses required for the specialization must be taken for a letter grade.

### ELECTIVE COURSES:

- Electives are courses that count toward the BSBA degree from any University area to fill the elective requirement.
- See above for a list of courses that do NOT count toward the BSBA.
- ECON 2000 cannot be used to satisfy specialization or elective requirements.
- BIZX 4000 must be completed at BGSU.

## SEMESTER

**NOTE:** You can do internship for the entire semester.

You can swap the internship with a semester from the schedule above.

Resume from where you left-off.

**Internships** are highly encouraged as they do not only provide a way to bridge the classroom material to the practice, they lead to potential future employment with the company.

**Study abroad** and a second specialization or minor are highly encouraged. For more on your Specialization stop by BA 234 or visit <http://www.bgsu.edu/business/marketing.html>