

MARKETING, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Specific Admission Requirements

All undergraduate business majors (accounting, business management and economics) take the Business Core. The Core prepares business majors with general business knowledge and skills. The Core also provides students with an understanding of and appreciation for the intellectual discipline needed for successful completion of a business major. These courses provide students with the common body of knowledge needed for imaginative and responsible citizenship and leadership roles in business and society, domestically and globally. The Business Core is designed to provide students with the opportunity to integrate their educational experiences in business within a specific discipline and across disciplines. An overall GPA of 2.000 is required in General Education Skills Component courses. The Hasan School of Business prerequisite course requirement is a D, so that a student may progress to the next course. All business majors are required to earn a C or better in Business Core courses and in 300/400-level major courses to fulfill degree requirements. In addition, students must have completed the 100/200-level Business Core courses prior to enrolling in 300/400-level business courses. Additional prerequisites for Business Core courses and major courses are specified in the Course Descriptions section of the catalog. Business Core courses are listed alphabetically by prefix. Academic Planning Sheets are available in HSB. Independent Studies, Directed Studies, Internships, and Special Projects will not be substituted for core or required courses. They may count as electives. Business Core Courses Titles Credits

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Specific Program Requirements

The BSBA Marketing program has the following requirements:

Course	Title	Credits
General Education		29
Business Core		51
Marketing Concentration		24
Open Electives	Can be compromised of any course(s) offered.	16
Total Credits		120

Specific Core Requirements

Course	Title	Credits
ACCT 201	Principles of Financial Accounting	3
ACCT 202	Principles of Managerial Accounting	3
BSAD 101	Business-Careers and Opportunities	1

BSAD 265	Inferential Statistics & Problem Solving	3
BSAD 270	Business Communications	3
BSAD 302	Ethics in Business	3
BSAD 360	Advanced Business Statistics	3
BSAD 493	Senior Seminar	1
CIS 250	Introduction to Business Analytics	3
ECON 201	Principles of Macroeconomics (GT-SS1)	3
ECON 202	Principles of Microeconomics (GT-SS1)	3
FIN 330	Principles of Finance	3
MATH 220	Quantitative Analysis for Business	4
MGMT 201	Principles of Management	3
MGMT 301	Organizational Behavior	3
MGMT 311	Operations and Quality Management	3
MGMT 485	Strategic Management	3
MKTG 340	Principles of Marketing	3
Total Credits		51

Specific Concentration Requirements

Course	Title	Credits
CIS 365	Management Information Systems	3
MKTG 441	Marketing Strategies	3
Elective	15 credits must be Marketing course. 3 credits must be Business course.	18
Total Credits		24

Specific Graduation Requirements

Students must satisfy the University general education requirements, the general institutional requirements, and have at least 120 total credit hours with a cumulative GPA of 2.000 to graduate.

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Credit Policy

To earn a BSBA from CSU Pueblo, students must complete no fewer than 30 semester hours in business at the 3/400 level in residence at CSU Pueblo. "In residence" courses will include Business or CIS courses offered through CSU Pueblo Extended Studies Programs. Students who complete junior- and senior-level courses at other colleges or universities with grades of C- or better, and wish to apply the credits earned toward their degree, must request approval through the Dean or Faculty Chair. Courses taken without such approval will not be counted toward the fulfillment of degree requirements.

Only the Dean or the Faculty Chair may waive any portion of these requirements and only upon written petition by a student who has demonstrated extraordinary ability.

Transfer Students

Undergraduate transfer work from other institutions is evaluated first by the Registrar's Office, but final degree determination is made by the Hasan School of Business. The School of Business reserves the right to disallow any credit that is not appropriate degree credit as determined by the School.