

Department of Business Administration & Economics
Massachusetts College of Liberal Arts
Bachelor of Science Degree in Business Administration – Marketing Concentration

| REQUIRED DEPARTMENT COURSES | | | |
|---|--|---------------|-----------------|
| Department Courses (42 credits) | Prerequisites | Credit | Semester |
| BADM 100 – Explorations in Business | open to all but Jr./Sr. BADM Majors | 3 | |
| BADM 110 – Information Technology for Business | | 3 | |
| ECON 141 - Macroeconomics | | 3 | |
| ECON 142 – Microeconomics | | 3 | |
| BADM 201 – Business Law I | Sophomore Status | 3 | |
| BADM 206 – Math Methods in Business & Economics | ECON 142 and MATH 232 | 3 | |
| ACCT 224 – Financial Accounting | BADM 110 | 3 | |
| ACCT 225 – Managerial Accounting | | 3 | |
| BADM 260 – Management | | 3 | |
| BADM 270 – Marketing | | 3 | |
| BADM 342 – Legal & Social Environment of Business | Junior Status | 3 | |
| ECON 316– Statistics for Business & Economics | BADM 110, MATH 232 | 3 | |
| BADM 340 – Financial Management | BADM 224, ECON 141, Junior Status | 3 | |
| BADM 510 – Seminar in Business Policy | Completion or co-enrollment in Business Core Requirements and Senior Status | 3 | |

| Marketing Concentration Courses (15 credits) | Prerequisite(s) | Credit | Semester |
|---|------------------------|---------------|-----------------|
| BADM 381 – Consumer Behavior (Fall) | BADM 270 | 3 | |
| BADM 382 – Marketing Research (Fall) | BADM 270 ECON 316 | 3 | |
| BADM 384 – Marketing Communications (Spring) | BADM 270 | 3 | |
| Elective (See below) | | 3 | |
| Elective (See below) | | 3 | |

| UPPER LEVEL ELECTIVES IN MARKETING | |
|---|------------------------------------|
| BADM 380 – Strategic Marketing | BADM 386 Sport Marketing |
| BADM 385 Global Marketing | BADM 387 Service & Event Marketing |

| REQUIRED WRITING COURSE | | Credit | Semester |
|--|---------------|---------------|-----------------|
| COMM 306 - Business Writing & Presentation | Junior Status | 3 | |

| Integrative Core Curriculum Effective Fall 2021 | | | |
|--|------|---------------|-----------------|
| Integrative Foundational Level | | Course | Semester |
| Critical Reading, Thinking, Writing 3 credits | CWR | | |
| Quantitative Reasoning 3 credits | CMA | | |
| Health and Wellness 3 credits | CHW | | |
| First Year Seminar 3 credits | FSEM | | |
| Integrative Foundational Level | | | |
| Language, Culture and Communication 3 credits | CLA | | |
| Self and Society 3 credits* | CSS | | |
| Self and Society 3 credits | CSS | | |
| Creative Arts 3 credits* | CCA | | |
| Creative Arts 3 credits | CCA | | |
| Science and Technology w/lab 4 credits | CSTL | | |
| Science and Technology 3 credits* | CST | | |
| Human Heritage 3 credits | CHH | | |
| Human Heritage 3 credits* | CHH | | |
| Integrative Capstone Seminar 3 credits | CAP | | |
| *one of these will be a FSEM designated course | | | |
| Total Core 40 credits | | | |

| Electives any level (12 credits) | Prerequisite(s) | Credit | Semester |
|---|------------------------|---------------|-----------------|
| | | 3 | |
| | | 3 | |
| | | 3 | |
| | | 3 | |

Graduation Requirements

Completion of 120 credits

At least 45 credits completed through MCLA

At least 39 upper-division credits (300-500)

Final 15 credits of course work completed through MCLA

Overall GPA at least 2.00

Completion of Core Curriculum - 40 credits

Completion of Major Requirements

At least one-half of major credits through MCLA

Completion of Second Major Requirements *(if applicable)*

Completion of Minor Program Requirements *(if applicable)*

Completion of Teacher Licensure Program Requirements *(if applicable)*