

**B.S. in BUSINESS ADMINISTRATION  
MARKETING CONCENTRATION  
Suggested Four-Year Schedule  
2024-2025 Catalog**

Student:

Date:

Advisor:

Bear ID:

The Bachelor of Science in Business Administration degree requires a minimum of **120 hours** which includes:  
**31 hours of Liberal Arts Curriculum and 28 hours of Supporting Courses (many courses count for both),**  
**60 hours of Business coursework (30 hours of Business Core, 24 hours of Concentration courses and 6 hours of Business Elective courses) and**  
**University Wide Electives to reach the 120 minimum credits.**

**Year One**

FALL SEMESTER				SPRING SEMESTER			
BAMG 125	Taking Care of Business		3	BA 205 OR ENG 123	(LAC) Business Communications OR College Research Paper		3
BACS 101	Business Computing		3	ECON 205	(LAC) Principles of Microeconomics		3
ENG 122	(LAC) College Composition		3	COMM 100	Basics of Public Speaking		3
MATH 124	(LAC) College Algebra		4		(LAC History with Multicultural)		3
	(LAC Arts & Humanities with International)		3		(LAC Natural and Physical Science)		3
<b>Total Credits</b>				<b>Total Credits</b>			
<b>16</b>				<b>15</b>			

**Year Two**

FALL SEMESTER				SPRING SEMESTER			
BAAC 220	Principles of Accounting I		3	BAAC 221	Principles of Accounting II		3
BAFN 240	Intro to Personal Financial Planning		3	BAFN 231	Legal Environment of Business		3
ECON 203	(LAC) Principles of Macroeconomics		3	STAT 150	(LAC) Intro to Statistical Analysis		3
	(LAC Arts & Humanities)		3	BAMK 360	Marketing		3
PSY 120 or SOC 100 or PSY 265	(LAC) Principles of Psychology or (LAC) Principles of Sociology or (LAC) Social Psychology		3		(LAC – Science with Lab)		4
<b>Total Credits</b>				<b>Total Credits</b>			
<b>15</b>				<b>16</b>			

**Year Three**

FALL SEMESTER				SPRING SEMESTER			
BAMG 350	Management & Organizational Behavior		3	BAMK 368	Marketing Analysis and Research		3
BAMG 390	Operations Management and Data Analytics		3	BAMK 361	Consumer Behavior		3
BACS 300	Information Systems		3		300/400 Marketing Concentration Elective ( <i>see back</i> )		3
BAFN 370	Business Finance		3		400 Marketing Concentration Elective ( <i>see back</i> )		3
	300/400 Marketing Concentration Elective ( <i>see back</i> )		3		University-Wide Elective		3
<b>Total Credits</b>				<b>Total Credits</b>			
<b>15</b>				<b>15</b>			

**Year Four**

FALL SEMESTER				SPRING SEMESTER			
BAMK 464	Global Marketing Strategies		3	BAMG 456	Strategic Management		3
	400 Marketing Concentration Elective ( <i>see back</i> )		3	BAMK 490	Marketing Strategies		3
	Business Elective ( <i>see back</i> )		3		Business Elective ( <i>see back</i> )		3
	University-Wide Elective		3		University-Wide Elective		3
	University-Wide Elective		3		University-Wide Elective		1
<b>Total Credits</b>				<b>Total Credits</b>			
<b>15</b>				<b>13</b>			

**MCB CAREER READINESS REQUIREMENTS**

Professional Experience/Internship		Career Development Series	
1. Information Session	First Year	Career Values and Exploration	First Year
2. Resume and Cover Letter	Second Year	Career Conversations	Sophomore Status
3. Professionalism and Interviewing	Second Year	Networking Night	Junior Status
4. Professional Experience ( <i>must be approved prior to its start date</i> )	Third/Fourth Year	Career and/or Internship Fair	Senior Status
<a href="https://mcb.unco.edu/professional-experience/">https://mcb.unco.edu/professional-experience/</a>			

Students are reminded that to graduate with a Business Administration degree, a student must maintain a 2.0 or greater cumulative Business GPA and at least a "C-" grade in each individual Business Administration Core, Concentration, and business elective courses. Additionally, all students in the program must complete a Professional Experience prior to graduation.

**Admission Requirements:** *Incoming New First Time and Transfer* students are admitted to the College of Business major and minors provided they meet the admission requirements set forth by UNC. *Current UNC students* who have completed at least 15 credit hours with a cumulative GPA of 2.50 or above are guaranteed admission to any business major. *Current UNC students* who have completed at least 15 credit hours with a cumulative GPA of 2.00-2.49 qualify to apply for admission to a business major. Students may apply at the MCB Advising Center located in Kepner 1095.

**Students must complete at least 30 credits of their business degree in residence from MCB, and these credits must be at the 300 and/or 400 level.**

# MCB UNDERGRADUATE COURSE PREREQUISITES: 2024-2025 CATALOG

Students must meet course prerequisites as stated in the current UNC catalog.  
Check the catalog each semester you register to make certain you meet the requirements.  
A grade of "C-" or better is required in all business courses

## BUSINESS CORE: 30 CREDIT HOURS

Take all courses in the following list. (*\*Must be declared Business Major*)  
A student may transfer a maximum of 12 semester credit hours of the Business Core to UNC.

Course #	Course Titles	Prerequisites	Prerequisite Course Titles/Notes
BAAC 220	Principles of Accounting I	BACS 101 At least 24 credit hours completed	Business Computing with a minimum grade of "C-"
BAAC 221	Principles of Accounting II	BACS 101 BAAC 220 Sophomores or above	Business Computing with a minimum grade of "C-" Principles of Accounting I with minimum grade of "C-"
BAFN 231	Legal Environment of Business	None	
BAFN 240	Intro. to Personal Financial Planning	None	
BAMG 350	Management & Organizational Behavior	45 completed credits or above	
BAMK 360	Marketing	45 completed credits or above	
BACS 300	Information Systems	BACS 101 or CS 101 or CS 120 45 completed credits or above	Business Computing or Introduction to Computer Science or Computer Programming
BAFN 370	Business Finance	BAAC 221 MATH 124 STAT 150 ECON 203 ECON 205 Juniors or above	Principles of Accounting II College Algebra Intro to Statistical Analysis Principles of Macroeconomics Principles of Microeconomics
BAMG 390*	Operations Management and Data Analytics	BACS 101 STAT 150 Business Majors only Juniors or above	Business Computing Introduction to Statistical Analysis
BAMG 456*	Strategic Management	BAFN 370 BAMG 350 BAMK 360 Business Majors only Senior standing	Business Finance with a minimum grade of "C-" Management with a minimum grade of "C-" Marketing with a minimum grade of "C-"

## MARKETING CONCENTRATION: 24 semester credit hours

*Must be a Junior or above. (\* Must be declared Business Major)*  
A maximum of 9 semester credits in 300/400-level Required Concentration Credits and Elective Concentration Credits can be transferred from other four-year institutions.

### Required Concentration Courses: 12 semester credit hours.

A grade of "C-" or better is required in each course.

Course #	Course Titles	Prerequisites	Prerequisite Course Titles/Notes
BAMK 361	Consumer Behavior	BAMK 360	Marketing with a minimum grade of "C-"
BAMK 368*	Marketing Analysis & Research	STAT 150 BAMK 360	Intro to Statistical Analysis (may be taken concurrently) Marketing with a minimum grade of "C-"
BAMK 464*	Global Marketing Strategies	BAMK 360	Marketing with a minimum grade of "C-"
BAMK 490*	Marketing Strategies	BAFN 370 BAMK 361 Senior standing and Marketing Concentration	Business Finance with a minimum grade of "C-" Consumer Behavior with a minimum grade of "C-"

### Required Elective Concentration Courses: 12 semester credit hours.

Take **four** courses from the following list with a minimum of two at the 400-level.  
A grade of "C-" or better is required in each course. (*\* Must be declared Business Major*)

Course #	Course Titles	Prerequisites	Prerequisite Course Titles/Notes
BA 460	International Business & Culture	Consent of instructor	
BAMK 364	Selling & Sales Management	BAMK 360	Marketing with a minimum grade of "C-"
BAMK 365	Advertising & Promotion	BAMK 360	Marketing with a minimum grade of "C-"
BAMK 366	Retailing	BAMK 360	Marketing with a minimum grade of "C-"
BAMK 371	Digital Marketing	BAMK 360 <i>Recommended: BACS 200</i>	Marketing with a minimum grade of "C-" Web Design & Development
BAMK 444	Web and Digital Ad Analytics	BAMK 360	Marketing with a minimum grade of "C-"
BAMK 461	Advertising Campaigns	BAMK 365	Advertising & Promotion with a minimum grade of "C-"
BAMK 468	Business-to-Business Marketing	BAMK 360	Marketing with a minimum grade of "C-"
BAMK 469	Supply Chain Management	BAMK 360	Marketing with a minimum grade of "C-"
BAMK 478	Social Media Marketing	BAMK 360	Marketing with a minimum grade of "C-"
BAMK 494	Seminar in Digital Marketing	BAMK 360	Marketing with a minimum grade of "C-"
BAMK 495*	Special Topics in Marketing	Juniors and above	Repeatable under different subtitles
BAMK 407*	Small Business Counseling	Juniors and above	Credit allowed for only one of these courses.

### Business Electives – Six (6) semester credit hours

BA 251, BACS 200, BACS 287 or any 300/400 level course from any Concentration  
not counted in the Business Core, Required Concentration, or Required Concentration Electives.  
(BAAC 301, BAFN 302 and BAMG 356 may not be used.)