

## Bachelor of Business Administration (B.B.A)

**Major: Marketing** 

Fall	1 <sup>st</sup> Year					
Social & Behavioral Science, Non-ECO (GE)	Fall		Winter		Spring/Summer	
MTH 110: Algebra or Placement Test	Historical Analysis (GE)	3	Life Science with Lab (GE)	4		
Philosophy & Literature (GE)    3	Social & Behavioral Science, Non-ECO					
Physical Science without Lab (GE)	` '	3		4		
MRT 120 (Fall) and WRT 130 (Winter)   4	Philosophy & Literature (GE)	3	WRT 150: Strategies in Writing (GE)			
Physical Science without Lab (GE)   3						
U.S. Diversity (GE)			WRT 120 (Fall) <b>and</b> WRT 130 (Winter) <sup>1</sup>	4		
Total   15	-		Arts (GE)	3		
Fall Winter Spring/Summer  Fall Winter Spring/Summer  Global Perspectives (GE) 3 ECO 210: Intro Macroeconomics² 3 ECO 212: Prin. of Financial Accounting² 3 MGT 268: Business Processes and MIS² 3 ECO 211: Intro Microeconomics (GE)² 3 Guantitative Group (MTH 122 or PHI 122 or PHI 15 Total 15 Total 15 Total 15 Spring/Summer  Fall Winter Spring/Summer  FIN 320: Managerial Finance 3 MKT 351: Consumer Behavior 3 MKT 350: Marketing Management 3 MKT 352: Marketing Research 3 MKT 350: Operations Management 3 MKT 352: Marketing Research 3 MKT 350: Marketing Management 3 MKT 352: Marketing Research 3 MKT 351: Managing People & Org. 3 MKT Major Elective 4 3 MKT 451: Marketing Strategy 3 (Capstone) 3 Upper-Division Seidman Elective 3 Upper-Division Economics Course 3 MKT Major Elective 4 3 Usper-Division Seidman Elective 3 Upper-Division Economics Course 3 MKT Major Elective 4 3 Upper-Division Seidman Elective 3 Upper-Division Economics Course 3 MCT Major Elective 4 3 Upper-Division Seidman Elective 3 Upper-Division Economics Course 3 MCT Major Elective 4 3 Upper-Division Seidman Elective 3 Upper-Division Economics Course 3 MCT Major Elective 4 3 Upper-Division Seidman Elective 3 Upper-Division Seidman Elective 3 Upper-Division Seidman Elective 3 Upper-Division Seidman Elective 3 Upper-Divi	U.S. Diversity (GE)	3				
Fall   Winter   Spring/Summer   Global Perspectives (GE)   3   ECO 210: Intro Macroeconomics²   3   ACC 212: Prin. of Financial Accounting²   3   MGT 268: Business Processes and MIS²   3   BUS 201: Legal Environment for Business²   3   STA 215: Intro. Applied Statistics (GE)²   3   Quantitative Group (MTH 122 or PHI   103)   3   CIS 231: Problem Solving Using   Accounting   3   Accounting   3   Spreadsheets   3   Accounting   3   Total   15   Total   15    Fall   Winter   Spring/Summer   FIN 320: Managerial Finance   3   MKT 351: Consumer Behavior   3   MGT 366: Operations Management   3   Business Ethics³   3   MGT 331: Managing People & Org.   3   Upper-Division Seidman Elective   3   Issues (GE)   3   MKT Major Elective⁴   3   MKT 451: Marketing Strategy   3   (Capstone)   3   MKT 451: Marketing Strategy   3   (Capstone)   3   MKT Major Elective⁴   3   Upper-Division Seidman Elective   3	Total	15		15		
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ACC 212: Prin. of Financial Accounting <sup>2</sup> BUS 201: Legal Environment for Business <sup>2</sup> 3 STA 215: Intro. Applied Statistics (GE) <sup>2</sup> 3 Quantitative Group (MTH 122 or PHI 3 103) CIS 231: Problem Solving Using Spreadsheets  Total	Fall		Winter		Spring/Summer	
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MGT 495: Administrative Policy (Capstone)  Upper-Division Seidman Elective  Upper-Division Economics Course  MKT Major Elective			4 <sup>th</sup> year			
MKT 451: Marketing Strategy  3 (Capstone)  3 Upper-Division Seidman Elective  3 Upper-Division Seidman Elective  3 MKT Major Elective  3 Issues (GE)  3 Credit Free Elective  3 (Capstone)  3 (Strategy)  3 (Capstone)  3 (Seidman Elective)  4 (Seidman Elective)  3 (Seidman Elective)  4 (Seidman Elective)  5 (Seidman Elective)  5 (Seidman Elective)  5 (Seidman Elective)  6 (S	Fall		Winter		Spring/Summer	
Upper-Division Seidman Elective       3       Upper-Division Seidman Elective       3         Upper-Division Economics Course       3       MKT Major Elective <sup>4</sup> 3         MKT Major Elective <sup>4</sup> 3       Issues (GE)       3         3 Credit Free Elective       3       3 Credit Free Elective       3						
Upper-Division Economics Course     3     MKT Major Elective <sup>4</sup> 3       MKT Major Elective <sup>4</sup> 3     Issues (GE)     3       3 Credit Free Elective     3     3 Credit Free Elective     3	MKT 451: Marketing Strategy	3	(Capstone)	3		
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3 Credit Free Elective 3 3 Credit Free Elective 3	Upper-Division Economics Course	3	MKT Major Elective <sup>4</sup>	3		
3 Credit Free Elective 3 3 Credit Free Elective 3	MKT Major Elective <sup>4</sup>	3	Issues (GE)	3		
	3 Credit Free Elective	3	3 Credit Free Elective	3		
	Total	15		15		

## Notes:

GE: General Education Requirement

<sup>&</sup>lt;sup>1</sup> Students may choose the two semester WRT 120 <u>and</u> WRT 130 sequence **or** WRT 150

<sup>&</sup>lt;sup>2</sup> This is a Seidman Success Standard course that is required to access 300/400 level business courses in the Seidman College of Business

<sup>&</sup>lt;sup>3</sup> Business Ethics Options: ACC 333, ECO 440, FIN 330, MGT 340, 438, or MKT 375

 $<sup>^{</sup>f 4}$  MKT Major Electives can be any 300/400 level MKT course of your choice that is not already required



## Bachelor of Business Administration (B.B.A)

**Major: Marketing** 

Seidman	Seidman Success Standard Requirements					
1. J	unior Standing (55+ Credits)					
2. 2	2.5+ Overall GPA					
3. (	Completion of the following Seidman Success Standard Courses with a 2.5+ GPA:					
	ACC 212: Principles of Financial Accounting					
	BUS 201: Legal Environment for Business					
	ECO 210: Introductory Macroeconomics					
	ECO 211: Introductory Microeconomics					
	MGT 268: Business Processes and MIS					
	STA 215: Introductory Applied Statistics					
General	Education Requirements					
WRT 150: S	trategies in Writing (grade of "C" or higher required) <b>or</b> WRT 120 and WRT 130					
Life Science	e & Physical Science (one must be with a lab)					
Arts						
Historical A	nalysis					
Philosophy	and Literature					
Social and	Behavioral Sciences, 2 courses (one course will be ECO 210 or ECO 211, the other course must be a different area of study)					
U.S. Diversi	ty					
Global Pers	spectives					
2 Suppleme	ental Writing Skills Courses (prerequisite: WRT 150)					
2 Issues Co	urses (55+ Credits required before enrolling)					

## **Please Remember:**

- Courses that include 'GE' are required and fulfill a General Education requirement.
- Two (2) Supplemental Writing Skills (SWS) courses are required.
- Student must have a **minimum of 120 credits** to graduate with **58 of the 120 credits** being from a senior level institution and the **final 30 of the 120 credits** completed at GVSU.
- Students must have a 2.5 or higher overall GPA and a 2.5 or higher Seidman GPA to graduate.

\*This is a suggested curriculum guide that might not be applicable to every student.

There is flexibility in timing for some requirements, this is a template only\*