

**Bachelor of Business Administration (B.B.A)
Major: Marketing**

1 st Year				
Fall		Winter		Spring/Summer
Historical Analysis (GE)	3	Life Science with Lab (GE)	4	
Social & Behavioral Science, Non-ECO (GE)	3	MTH 110: Algebra or Placement Test	4	
Philosophy & Literature (GE)	3	WRT 150: Strategies in Writing (GE) or WRT 120 (Fall) and WRT 130 (Winter) ¹	4	
Physical Science without Lab (GE)	3	Arts (GE)	3	
U.S. Diversity (GE)	3			
Total	15	Total	15	
2 nd Year				
Fall		Winter		Spring/Summer
Global Perspectives (GE)	3	ECO 210: Intro Macroeconomics ²	3	
ACC 212: Prin. of Financial Accounting ²	3	MGT 268: Business Processes and MIS ²	3	
BUS 201: Legal Environment for Business ²	3	STA 215: Intro. Applied Statistics (GE) ²	3	
ECO 211: Intro Microeconomics (GE) ²	3	Quantitative Group (MTH 122 or PHI 103)	3	
CIS 231: Problem Solving Using Spreadsheets	3	ACC 213: Prin. Of Managerial Accounting	3	
Total	15	Total	15	
3 rd Year				
Fall		Winter		Spring/Summer
FIN 320: Managerial Finance	3	MKT 351: Consumer Behavior	3	
MKT 350: Marketing Management	3	Business Ethics ³	3	
MGT 366: Operations Management	3	MKT 352: Marketing Research	3	
MGT 331: Managing People & Org. Issues (GE)	3	Upper-Division Seidman Elective	3	
		MKT Major Elective ⁴	3	
Total	15	Total	15	
4 th year				
Fall		Winter		Spring/Summer
MKT 451: Marketing Strategy	3	MGT 495: Administrative Policy (Capstone)	3	
Upper-Division Seidman Elective	3	Upper-Division Seidman Elective	3	
Upper-Division Economics Course	3	MKT Major Elective ⁴	3	
MKT Major Elective ⁴	3	Issues (GE)	3	
3 Credit Free Elective	3	3 Credit Free Elective	3	
Total	15	Total	15	

Notes:

GE: General Education Requirement

¹ Students may choose the two semester WRT 120 **and** WRT 130 sequence **or** WRT 150

² This is a Seidman Success Standard course that is required to access 300/400 level business courses in the Seidman College of Business

³ Business Ethics Options: ACC 333, ECO 440, FIN 330, MGT 340, 438, or MKT 375

⁴ MKT Major Electives can be any 300/400 level MKT course of your choice that is not already required

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Seidman Success Standard Requirements
1. Junior Standing (55+ Credits)
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: Strategies in Writing (grade of "C" or higher required) or WRT 120 and WRT 130
Life Science & Physical Science (one must be with a lab)
Arts
Historical Analysis
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. Diversity
Global Perspectives
2 Supplemental Writing Skills Courses (prerequisite: WRT 150)
2 Issues Courses (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