

Marketing (B.B.A.)

Marketing is one of the most important functional areas of business administration. It consists of a variety of activities designed to serve not only large or small enterprises, but also the individual consumer. It is also considered the link between production and consumption, therefore, affecting the nature and level of employment, the means of communication, the distribution of products and services, and the degree of social and personal satisfaction. Students must pass all courses required in the major with a minimum grade of "C".

The purpose of the marketing program is to provide the student with the theoretical and practical knowledge of this discipline to ensure the development of sensible marketing and wise consumerism.

The requirements for the Bachelor in Business Administration Degree in Marketing include 48 general education credits, 41 core course credits, 21 major credits, 9 prescribed distributive (elective concentration) credits, and 3 elective credits,

Program is authorized to be offered online.

TOTAL COST OF PROGRAM

Tuition	\$23,180
Fees	\$3,200
Books	\$3,472
Supplies	<u>\$2,304</u>
Total	\$32,156

REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MARKETING

General Education Requirements	48 credits
Core Course Requirements	41 credits
Major Requirements	21 credits
Prescribed Distributive Requirements	9 credits
Elective Courses	<u>3 credits</u>
Total	122

Forty-eight (48) credits are required as explained in the section "General Education Requirements for Bachelors' Degrees." Students will take the course GEMA 1200 in the Basic Skills in Mathematics category.

Core Course Requirements - 41 credits

ACCT 1161	Introduction to Financial Accounting	4
ACCT 1162	Introduction to Managerial Accounting	4
BADM 1900	Fundamentals of Management	3

BADM 3900	Information Systems in Business	3
BADM 4300	Managerial Economics	3
FINA 2101	Corporate Finance I	3
MAEC 2140	Fundamentals of Quantitative Methods	3
MAEC 2211	Principles of Economics (MICRO)	3
MAEC 2212	Principles of Economics (MACRO)	3
MAEC 2221	Basic Statistics	3
MAEC 2222	Managerial Statistics	3
MKTG 1210	Introduction to Marketing	3
OMSY 3030	Business Communication in Spanish or	
OMSY 3040	Business Communication in English	3

Major Requirements - 21 credits

MKTG 2220	Marketing Management	3
MKTG 2223	Consumer Behavior	3
MKTG 3230	Integrated Marketing Communication	3
MKTG 4240	Contemporary Strategic Marketing	3
MKTG 4243	Marketing Research	3
MKTG 4244	Global Marketing	3
MKTG 4245	Electronic Marketing	3

Prescribed Distributive Requirements - 9 credits

Nine (9) additional credits in Marketing from the 3000 or 4000 levels.

Elective Requirements - 3 credits

An elective course is (i) any course a student takes in any General Education, Major or Prescribed Distributive Course within the student's degree program, in addition to the courses that the student has taken to satisfy the minimum degree program requirements in each category and/or (ii) any course in another degree program. Provided that the student must meet course prerequisites and cannot count the same course twice.