

**HSU SCHOOL OF BUSINESS**  
**Bachelor of Business Administration**

**MARKETING**  
**2016-2018 CATALOG**

This is a suggested program of courses. It does not substitute for the HSU catalog.

Revised 12-19-16

**PR = pre-requisite Students are responsible for successfully completing the pre-requisite before taking the next course.**

**FRESHMAN**

**FALL**

COM 2013	Oral Communications	3	
ENG 1463	Freshman English A C or better required	3	
GEN 1031	Henderson Seminar	1	
GBU 1311	Business Professional Skills – Part 1	1	
HPR 1011 (or) HPR__	Life Fit. Concepts (or) PE Activity	1	
HIS	Civilization (Note # 1, Group A)	3	
MTH 1243	College Algebra	3	
	<b>TOTAL</b>	<b>15</b>	

**SPRING**

ENG 1473	Freshman English B C or better required PR: ENG 1463	3	
GBU 1321	Business Professional Skills – Part 2	1	
MIS 2073	Fund. of Information Systems	3	
	Humanities-Fine Arts (Note # 3, Group B)	3	
	Free Elective	3	
	US History / American Gov. (Note # 1, Group B)	3	
	<b>TOTAL</b>	<b>16</b>	

**SOPHOMORE**

**FALL**

ACC 2013	Principles of Accounting A	3	
ECO 2013	Macroeconomics	3	
	Natural Science (Note # 2, Group ____)	4	
GBU 2013	Quant Analysis for Bus Decisions PR: MTH 1243 or 1273 and computer proficiency	3	
	Humanities-Literature (Note # 3, Group B)	3	
	<b>TOTAL</b>	<b>16</b>	

**SPRING**

ACC 2023	Principles of Accounting B PR: ACC 2013	3	
ECO 2023	Microeconomics	3	
MGM 3013	Mgmt. Communications <b>(WI)</b> C or better required	3	
	Natural Science (Note # 2, Group ____)	4	
	Free Elective	3	
	<b>TOTAL</b>	<b>16</b>	

**JUNIOR**

**FALL**

FIN 3043	Business Finance PR: ACC 2013, ECO 2023, 2023, & GBU 2013	3	
MIS 3103	Information Systems in Bus PR: MIS 2073 & ACC 2013	3	
MKT 3013	Fundamentals of Marketing C or better required PR: ACC 2013 & ECO 2023;	3	
	Free Elective	3	
	Non-Western Cultures (Note # 4)	3	
	<b>TOTAL</b>	<b>15</b>	

**SPRING**

GBU 3133	Business Statistics PR: GBU 2013	3	
GBU 3143	Legal Environment of Bus	3	
MGM 3113	Management OB <b>(WI)</b> PR: Must have at least 45 earned credit hours to enroll	3	
MKT	Advanced Marketing Elective (Note # 6) C or better required	3	
	Writing Across the Curriculum (Note #5) C or better required	3	
	<b>TOTAL</b>	<b>15</b>	

**SENIOR**

**FALL**

MGM 4073	Operations Management PR: GBU 3133; & MGM 3113 or equivalent	3	
MGM 4193	International Business C or better required PR: FIN 3043, MGM 3113, & MKT 3013	3	
MKT 4113	Marketing Research <b>(Fall Only)</b> C or better required PR: GBU 3133, MKT 3013;	3	
	Free Elective	3	
	Free Elective	3	
	<b>TOTAL</b>	<b>15</b>	

**SPRING**

MGM 4133	Strategic Management PR: FIN 3043, MGM 3013, 3113, 4073, MKT 3013; take within 18 hours of graduation	3	
MKT 4163	Consumer Behavior <b>(Spring Only)</b> C or better required PR: MKT 3013	3	
MKT	Advanced Marketing Elective (Note # 6) C or better required	3	
	Advanced Business Elective (Note # 6) C or better required	3	
	<b>TOTAL</b>	<b>**12</b>	<b>See note</b>

**BBA Graduation Requirements**

Overall GPA – 2.00 or higher	At least 42 Junior/Senior Hours	Two Writing Intensive <b>(WI)</b> courses taken & <b>BAT</b> taken	
All courses in major must be “C” or better	At least 50 Hours” in Business must be “C” or better	At least 50% of Business at HSU	At least 120 Total Hours Earned

\*\* Students are responsible for adding additional courses if necessary to meet total hours required to maintain financial aid.

## LIBERAL ARTS CORE

### **Note 1. Social Sciences:** (9 hours)

#### **Group A** (Select One)

HIS 1013 Civ. to 1660

HIS 1023 Civ. since 1660

#### **Group B** (Select One)

HIS 2053 US History to 1877

HIS 2063 US History since 1877

PSC 1013 Am National Gov.

### **Note 2. Natural Science Requirements:** (8 hours)

#### **Group A** (4 hours)

(Must take at least one)

CHM 1004 Intro to Chem.

CHM 1014 University Chem I

CHM 1034 General Chemistry-Non-Majors

CHM 1044 Gen. Organic & Biochemistry

PHY 1024 Intro. to Astronomy

PHY 2034 General Physics I

PHY 2234 University Physics I

#### **Group B** (4 hours)

(Must take at least one)

BIO 1013/1021 Intro to Biology & Lab

BIO 2104 General Botany

BIO 2114 General Zoology

### **Note 3. Fine Arts & Humanities:** (6 hours)

#### **Group A** (Select One)

ENG 2013 World Literature I

ENG 2023 World Literature II

ENG 2683 Masters of Western Literature

#### **Group B** (Select One)

ART 2033 Humanities-Art

ART 2603 Humanities-Art Studio

MUS 2033 Humanities-Music

THA 2033 Humanities-Theater Arts

### **Note 4. Non-Western Culture (3 hours)**

ANT 3043 North Am Indians

ANT 4053 World Cultures

ART 4103 Art of Non-

Western World **(WI)**

ENG 3043 Non-Western Lit.

GEN 4083 Study Abroad:

Non-Western (travel)

GEO 3173 Geog of Pacific

HIS 4673 Asian Civ.

HIS 4683 Modern Mid-East

HIS 4693 African History

MUS 3473 Survey of Non-Western

Music

PHI 3023 Religions of the World

PHY 4293 Non-Western Cosmology

PSC 4233 Comp Politics/Mid-East

PSC 4243 Comp Politics/Africa

PSC 4253 South Asian Politics

PSY 3043 Cross-Cultural

Psychology

SOC 4063 World Cultures

### **Note 5. Writing Across the Curriculum Requirement:** (3 hours) (Must pass with a grade of "C" or better) (Select One)

ENG 3313 University Writing

ENG 4453 Advanced Composition (WI)

HIS 3383 Writing History

**ENG 3613 Technical Writing -  
RECOMMENDED for ALL BUSINESS  
STUDENTS**

MMC 4223 Magazine & Feature Writing (WI)

MMC 4293 Creative Nonfiction

NSG 3603 Healthcare Res for Evid Based Prac

### **Note 6. Advanced Business Elective & Advanced Marketing Elective**

Advanced business electives include any Junior (3000 level) or Senior (4000 level) course with a prefix of ACC, BIS, ECO, FIN, GBU, MGM, or MKT. When possible, marketing students are strongly encouraged to take marketing courses for their advanced business elective. Advanced marketing electives include any Junior (3000 level) or Senior (4000 level) course with a prefix of MKT. When planning schedules, be aware that MKT 4113, Marketing Research, is only taught in the fall semester. **Advisor input is strongly recommended**

### **Note 7. General BBA Requirements**

- Remedial courses must be completed with a grade of "C" or better before any upper division courses are taken.
- Students must have completed a minimum of 120 semester hours. Note: Remedial courses do not count in this total.
- A minimum GPA of 2.00 is required.
- In addition to the Liberal Arts Core, BBA candidates must complete a minimum of 50 semester hours of business courses with a grade of "C" or higher. No more than 7 hours of "D" may be earned in the Liberal Arts Core.
- **Students may not graduate with a grade of "D" or lower in any course used to meet the requirements listed in the major field of study or area of concentration. CSC courses are included in this calculation for BIS majors.**
- Students who enter Henderson on the 2006-2008 catalog or later must complete **at least one writing intensive (WI)** courses.
- Students must complete at least 42 junior-senior hours, those courses whose numbers begin with a 3 or 4.
- Free electives should be chosen to enrich the student's college program and may include business courses. **Advisor input is important when selecting these courses.**
- No freshman (1000 level) course may be taken for credit after the student has completed 90 hours (unless it is a required course).
- Business majors may, but are not required to, minor in any of several non-business fields.