BSBA, Marketing Requirements (Digital Marketing Concentration)

• BSBA degree requires 120 credit hours, an overall 2.0 GPA, and a GPA of 2.0 in the 45 credit hours in the Upper Division Business degree requirements and major requirements.
• 12 credit hours of 300 level and above must be taken in the major.
• 12 of the last 18 credit hours must be taken at UAH, with an overall 25% of coursework taken at UAH.
• Grade of C- or higher in MGT 499.
• No more than 60 credit hours from a two-year college can be applied toward a UAH degree.

For UAH degree requirements and graduation application instructions, see here (http://catalog.uah.edu/undergrad/policies-procedures/application-graduation/).

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**Mathematics**

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**Natural Sciences (Lab)**

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**Area IV: History and Social and Behavioral Sciences***

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* Take either 1 EH (Area II) + 2 HY (Area IV) <OR> 2 EH (Area II) + 1 HY (Area IV). Take no more than six hours in a single discipline in Area II or Area IV.

**Area V: Pre-Professional Courses**

Courses in this area may also fulfill Charger Foundations requirements.

Select 1 semester hour from the following:

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Business students must choose both ECN 142 and ECN 143 to satisfy both Area IV: Social and Behavioral Sciences in Charger Foundations and Area V: Pre Professional Requirements.

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Select one upper division business elective (300-400 level)

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College approved study abroad

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**Year 1**

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Social Behavioral Sciences

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<td>MSC 288</td>
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<td>MKT 470</td>
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<td>MKT 480</td>
<td>MARKETING MANAGEMENT</td>
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### 100-400 Level Free Elective

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