Marketing, BSBA - General Marketing Concentration

BSBA, Marketing Requirements (General 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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**Area II: Humanities and Fine Arts* 12**

**Fine Arts**

- ARH 100  ARH SUR: ANCIENT-MEDIeval
- ARH 101  ARH SUR: RENAISSANCE-MODERN
- ARH 103  ARH SUR: WORLD ART
- ARS 160  DRAWING: FOUNDATIONS
- TH 122  THEATRE APPRECIATION
- TH 123  INTRO TO FILM STUDIES
- MU 100  INTRO TO MUSIC LITERATURE

**Literature**

- EH 207  READINGS LITERATURE/CULTURE I
- EH 208  READINGS LITERATURE/CULTURE 2
- EH 241  LITERATURE WITHOUT BORDERS
- EH 242  MYTHOLOGY
- EH 243  PROTEST LITERATURE
- EH 244  HEROES &/OR MONSTERS
- EH 245  LOVE &/OR ROMANCE
- EH 246  SPECULATIVE REALITIES

**Humanities and Fine Arts**

- CM 113  Intro to Rhetorical Communication
- WLC 101S  INTRO FOREIGN LANG I: SPANISH
  - or WLC 101A  INTRO FOREIGN LANG I: ARABIC
  - or WLC 101F  INTRO FOREIGN LANG I: FRENCH
  - or WLC 101G  INTRO FOREIGN LANG I: GERMAN
  - or WLC 101J  INTRO FOREIGN LANG I: JAPANESE
  - or WLC 101R  INTRO FOREIGN LANG I: RUSSIAN
- WLC 102S  INTRO FOREIGN LANG II: SPANISH
  - or WLC 102A  INTRO FOREIGN LANG II: ARABIC
  - or WLC 102F  INTRO FOREIGN LANG II: FRENCH
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**Area III: Mathematics and Sciences**  
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**Mathematics**  
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**Natural Sciences (Lab)**  
8

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

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**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.

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CM 313

Select one 300-400 level ECN elective

1 Business students must choose either MA 107, MA 107S, MA 112, or MA 112S in Area III: Mathematics in Charger Foundations to satisfy the prerequisite for MA 120 and score a grade of C- or better.

2 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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<td>MGT 301</td>
<td>MANAGING ORGANIZATIONS</td>
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<td>MSC 385</td>
<td>OPERATIONS ANALYSIS</td>
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<td>MGT 499</td>
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Select one upper division business elective (300-400 level)

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Select 9 hours from the following:

- 300-400 level MKT electives
- or a college approved study abroad

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Total Hours: 120

Year 1

Fall

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Term Semester Hours: 16

Spring

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Term Semester Hours: 16

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<td>IS 301</td>
<td>INFORMATION SYSTEMS IN ORGANIZATIONS</td>
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<td>MSC 385</td>
<td>OPERATIONS ANALYSIS</td>
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<td>MKT 350</td>
<td>MARKETING EMERGING TECHNOLOGY</td>
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