

BUSINESS ADMINISTRATION: MARKETING (BA)

Program Description

This program develops a general management outlook toward organizations and the changing environment they face. A Marketing concentration prepares you to step into the world of customer service, advertising, sales, or product management.

New Majors Onboarding

All newly admitted majors must attend this onboarding as an introduction to the College of Business and Technology. Please make note that there are no substitutions for this degree requirement.

Entering and Completing the Major

Formal application and admission to the Business Administration major is required prior to enrollment in most Upper Division courses.

- To meet the minimum requirements for admission, you must:
 - Have attained at least sophomore standing (45 or more college credits).
 - Complete at least 15 credits in BUS, ACCT, and ECN at SPU (10 credits for transfer juniors and seniors).
 - Have either a 2.50 cumulative GPA and 2.50 major GPA at SPU, or a 3.0 major GPA. Major GPA does not include transfer work, only courses completed in program at SPU. Attainment of the minimum GPA standards does not guarantee admission, as the total number of students admitted is limited by capacity.
- Submit an online major application by following these instructions (<https://spu.atlassian.net/atlcp/U0VVQASf>) by Friday of the third week of Autumn, Winter, or Spring quarter, before 5:00 p.m. PST. CBT does not accept major applications outside this window.
- Decisions will be sent to applicants via their SPU email address by Friday of the fifth week of the term, before 5:00 p.m. PST. All applicants should be prepared to meet with their faculty advisor in case they are denied admission. All students are eligible to apply to this major up to three times.
- The University requires a grade of C- or better in all classes that apply to a major or minor; however, programs may require higher minimum grades in specific courses. You may repeat an SPU course only once for a higher grade.
- To advance in this program, you should meet with your faculty advisor regularly to discuss your grades, course progression, and other indicators of satisfactory academic progress. If your grades or other factors indicate that you may not be able to successfully complete the major, your faculty advisor can work with you to explore options, which may include choosing a different major.
- You must complete the major requirements in effect in the SPU Undergraduate Catalog for the year of admittance to the major.

Business Administration: Marketing (BA)

98 Credits Minimum, Including 66 Upper Division (UD)

Code	Title	Credits
General Core		
ACCT 2361	Financial Accounting	5

ACCT 2362	Managerial Accounting	5
BUS 1700	Spreadsheets	1
BUS 2414	Legal Environment of Business	5
BUS 2700	Statistics for Business and Economics	5
BUS 2910	Early Career Preparation	1
BUS 3250	Business Finance	5
BUS 3541	Marketing and Society	5
BUS 3614	Organizational Behavior for Managers	5
BUS 3620	Management Information Systems	5
BUS 3681	Social Ventures	5
BUS 3700	Quantitative Methods for Decision Making	5
BUS 4644	Operations Management	5
BUS 4650	Data Analytics and Visualization	5
BUS 4690	Strategic Management	5
BUS 4899	Business Ethics	5
BUS 4942	Early Career Professional Development	1
ECN 2101	Principles of Microeconomics	5
ECN 2102	Principles of Macroeconomics	5
Section Credits Required		83
Marketing Concentration		
BUS 3542	Marketing Research	5
BUS 4543	Marketing Management	5
Section Credits Required		10
Select one of the following:		
BUS 3543	Consumer Behavior	
BUS 3544	Digital & Social Media Marketing	
BUS 4622	Information and Database Systems	
Section Credits Required		5
Total Credits		98

Additional Requirements and Information

- New Majors Onboarding

Suggested Course Sequence

This is a sample schedule of sequencing for the Business Administration Major. There is a bit of flexibility in class placement in your first 2 years as you navigate through the University's Common and Exploratory Curriculum, and Business Core. Watch years 3 and 4 closely if you are pursuing an emphasis. These elective courses are offered just once a year and often build upon each other.

Course	Title	Credits
Freshman		
Autumn		
FYS 1000	First Year Seminar	3
WRI 1000	Academic Inquiry and Writing Seminar	5
Exploratory Curriculum (https://catalog.spu.edu/undergraduate/degree-requirements/baccalaureate-degree-requirements/exploratory-curriculum/)		5
BUS 1700	Spreadsheets	1
Credits		14
Winter		
Exploratory Curriculum (https://catalog.spu.edu/undergraduate/degree-requirements/baccalaureate-degree-requirements/exploratory-curriculum/)		5
TCOR 1000	The Christian Faith	5
Major		5
Credits		15

Spring			Winter		
Exploratory Curriculum (https://catalog.spu.edu/undergraduate/degree-requirements/baccalaureate-degree-requirements/exploratory-curriculum/)		10	Select 15+ Credits		15+
BUS 2910	Early Career Preparation	1	Credits		0-15
Major		5	Spring		
Credits		16	Select 15+ Credits		15+
Any Quarter			Credits		0-15
ACCT 2361	Financial Accounting	5	Any Quarter		
ECN 2101	Principles of Microeconomics	5	BUS 4644	Operations Management	5
ECN 2102	Principles of Macroeconomics	5	BUS 4650	Data Analytics and Visualization	5
Credits		15	BUS 4690	Strategic Management	5
Sophomore			BUS 4899	Business Ethics	5
Autumn			BUS 4942	Early Career Professional Development	1
BUS 2700	Statistics for Business and Economics	5	Electives		15
Select 10+ Credits		10+	Complete any remaining university requirements		
Credits		5-15	Credits		36
Winter			Total Credits		
ACCT 2362	Managerial Accounting	5	161-306		
Select 10+ Credits		10+			
Apply to major!					
Credits		5-15			
Spring					
Select 15+ credits		15+			
Credits		0-15			
Any Quarter					
BUS 2414	Legal Environment of Business	5			
TCOR 2000	Christian Scripture	5			
UCOR 2100	World History, Faith, and Reconciliation	5			
Exploratory Curriculum (https://catalog.spu.edu/undergraduate/degree-requirements/baccalaureate-degree-requirements/exploratory-curriculum/)		10+			
Credits		15-25			
Junior					
Autumn					
Select 15+ Credits		15+			
Credits		0-15			
Autumn or Winter					
BUS 3681	Social Ventures	5			
Credits		5			
Winter					
Select 15+ Credits		15+			
Credits		0-15			
Spring					
Select 15+ Credits		15+			
Apply to graduate!					
Credits		0-15			
Any Quarter					
BUS 3250	Business Finance	5			
BUS 3541	Marketing and Society	5			
BUS 3614	Organizational Behavior for Managers	5			
BUS 3620	Management Information Systems	5			
BUS 3700	Quantitative Methods for Decision Making	5			
TCOR 3100	Christian Theology	5			
UCOR 3000	Faith, Philosophy, and Science	5			
Exploratory Curriculum (https://catalog.spu.edu/undergraduate/degree-requirements/baccalaureate-degree-requirements/exploratory-curriculum/)		10+			
Credits		35-45			
Senior					
Autumn					
Select 15+ Credits		15+			
Credits		0-15			

Freshman Notes

- Take BUS 1700 Spreadsheets Autumn or Winter quarter at the latest.
- Join a DBG student club: BEGIN, Women in Business or the Real Estate Club.

Sophomore Notes

- You must complete 15 credits in the major to be eligible to apply to the major. Applications are accepted in the fall, winter, and spring quarters.
- Prerequisite note: ACCT 2361 Financial Accounting and BUS 2700 Statistics for Business and Economics are prerequisites for ACCT 2362 Managerial Accounting.
- Once admitted to the major, you'll need to attend the New Majors Onboarding.
- Begin looking for an internship over the summer after your sophomore year. Recruiting often begins 6 to 12 months prior to an internship start date.

Junior Notes

- If pursuing more than one concentration, start electives this year.
- Complete CBT approved internship or be looking for one over the summer.
- Consider Mentor Program participation this year.
- Consider Study Abroad program.

Senior Notes

- BUS 4690 Strategic Management has prerequisites, be sure it's placed at the end!
 - BUS 3250 Business Finance, BUS 3541 Marketing and Society, BUS 3614 Organizational Behavior for Managers, and BUS 3700 Quantitative Methods for Decision Making, must be completed before BUS 4690 Strategic Management.
 - BUS 4644 Operations Management may be taken concurrently.
- Business electives (courses in tracks) are offered just once a year. Watch prerequisites and plan in advance!