

**Department of Business Administration & Economics**  
**Massachusetts College of Liberal Arts**  
**Bachelor of Science in Business Administration – Marketing Concentration**  
*For Freshmen and Transfers*

**STUDENT NAME:** \_\_\_\_\_ **FACULTY ADVISOR:** \_\_\_\_\_

**STUDENT e-mail ADDRESS:** \_\_\_\_\_

<b>REQUIRED DEPARTMENT COURSES</b>			
<b>Department Courses (39 credits)</b>	<b>Prerequisites</b>	<b>Credit</b>	<b>Semester</b>
BADM 100 – Explorations in Business		3	
ECON 141 - Macroeconomics		3	
ECON 142 - Microeconomics		3	
BADM 206 – Math Methods in Business & Economics	Tier 1 Quantitative Reasoning	3	
BADM 210 – Information Technology for Business	CCCL 100 (see Core Curr)	3	
ECON 216 – Statistics for Economics & Business	Tier 1 Quantitative Reasoning	3	
BADM 224 – Financial Accounting	CCCL 100 (see Core Curr)	3	
BADM 225 – Managerial Accounting	CCCL 100 (see Core Curr)	3	
BADM 242 – Legal & Social Environment of Business OR BADM 201 – Business Law I	Soph Status	3	
BADM 260 – Management	Soph status	3	
BADM 270 – Marketing	Soph status	3	
BADM 340 – Financial Management*	BADM 224, ECON 141, Jr status	3	
BADM 510 – Seminar in Business Policy*	All BADM Required Courses Listed Above	3	

<b>Marketing Concentration Courses (12 credits)* (see below) ##(3 of 4 required) #(eligible as 4th)</b>	<b>Prerequisite(s)</b>	<b>Credit</b>	<b>Semester</b>
		3	
		3	
		3	
		3	

<b>UPPER LEVEL COURSES IN MARKETING</b>	
BADM 380 - Strategic Marketing## #	BADM 385 - Global Marketing#
BADM 381 - Consumer Behavior## #	BADM 386 – Sport Marketing#
BADM 382 - Marketing Research## #	BADM 387 - Service & Event Marketing#
BADM 384 - Marketing Communications## #	

<b>BADM or ECON UL (300+) Elective Courses (6 credits)*</b>	<b>Prerequisite(s)</b>	<b>Credit</b>	<b>Semester</b>
		3	
		3	

<b>REQUIRED WRITING COURSE</b>	<b>Credit</b>	<b>Semester</b>
ENGL 303 Writing Prose OR ENGL 305 Magazine Writing & Editing OR ENGL 306 Business Writing & Presentation*	3	

<b>CORE REQUIREMENTS</b>	<b>Course</b>	<b>Sem</b>	<b>Course</b>	<b>Sem</b>
<b>Tier I:</b> Critical reading, thinking, writing (3 cr)				
<b>Tier I:</b> Quantitative reasoning (3 cr)				
<b>Tier I:</b> Computing, technology, problem solving (3 cr)				
<b>Tier I:</b> Language arts (competency at 102 level) (3 cr)**				
<b>Tier II: Creative Arts</b> must take 2 courses, at least 1 of which must be a 200-level course (6 cr)				
<b>Tier II: Human Heritage</b> must take 2 courses, at least 1 of which must be a 200-level course (6 cr)				
<b>Tier II: Self &amp; Society</b> must take 2 courses, at least 1 of which must be a 200-level course (6 cr)				
<b>Tier II: Science &amp; Technology</b> must take 2 courses, 1 of which must be a 4-credit lab course (7 cr)		(4 cr)		
<b>Tier III: Core Capstone</b> (3 cr)*				

<b>Physical Education (2 credits total)</b>				
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\*\*Student will be waived from this requirement if enter MCLA with competency at 102 level

<b>Upper Level Electives, 300 or higher (9 credits)*</b>	<b>Prerequisite(s)</b>	<b>Credit</b>	<b>Semester</b>
		3	
		3	
		3	

<b>Electives, any level or 100 writing/101 language (9 cr)</b>	<b>Prerequisite(s)</b>	<b>Credit</b>	<b>Semester</b>
		3	
		3	
		3	

**Summary:**

<b>TOTAL BADM/ECON CREDITS REQUIRED</b>	<b>57 cr</b>
<b>REQUIRED SUPPORT COURSE</b>	<b>3 cr</b>
<b>CORE CURRICULUM/PHED REQUIREMENTS</b>	<b>42 cr</b>
<b>ELECTIVES, ANY LEVEL OR 101 WRITING/LANGUAGE</b>	<b>9 cr</b>
<b>UPPER-LEVEL FREE ELECTIVES (300 or higher)</b>	<b>9 cr</b>
<b>TOTAL CREDITS FOR GRADUATION</b>	<b>120 cr</b>

**Graduation Requirements to Note:**

- Completion of 120 credits (*no more than 5 PHED skills/activities credits*)
- At least 45 credits completed through MCLA
- At least 39 upper-division credits (*300-500 level*) – *Courses with \* apply*
- Final 15 credits of course work completed through MCLA
- Overall MCLA GPA at least 2.00
- Completion of Core Curriculum
- Completion of Major Requirements
- Major GPA at least 2.00
- At least one-half of major credits through MCLA

<http://www.mcla.edu/Undergraduate/majors/businessadministration/>