

Department of Business Administration & Economics
Massachusetts College of Liberal Arts
Bachelor of Science Degree in Business Administration – Marketing Concentration

REQUIRED DEPARTMENT COURSES			
Department Courses (42 credits)	Prerequisites	Credit	Semester
BADM 100 – Explorations in Business	open to all but Jr./Sr. BADM Majors	3	
BADM 110 – Information Technology for Business		3	
ECON 141 - Macroeconomics		3	
ECON 142 – Microeconomics		3	
BADM 201 – Business Law I	Sophomore Status	3	
BADM 206 – Math Methods in Business & Economics	ECON 142 and MATH 232	3	
BADM 224 – Financial Accounting	BADM 110	3	
BADM 225 – Managerial Accounting		3	
BADM 260 – Management	Sophomore Status	3	
BADM 270 – Marketing	Sophomore Status	3	
BADM 342 – Legal & Social Environment of Business	Junior Status	3	
ECON 316– Statistics for Economics & Business	BADM 110, MATH 232	3	
BADM 340 – Financial Management	BADM 224, ECON 141, Junior Status	3	
BADM 510 – Seminar in Business Policy	Senior Status, BADM 340	3	

Marketing Concentration Courses (15 credits)	Prerequisite(s)	Credit	Semester
BADM 381 – Consumer Behavior (Fall)	BADM 270	3	
BADM 382 – Marketing Research (Fall)	BADM 270 ECON 316	3	
BADM 384 – Marketing Communications (Spring)	BADM 270	3	
Elective (See below)		3	
Elective (See below)		3	

UPPER LEVEL ELECTIVES IN MARKETING	
BADM 380 – Strategic Marketing	BADM 386 Sport Marketing
BADM 385 Global Marketing	BADM 387 Service & Event Marketing

REQUIRED WRITING COURSE	Credit	Semester
ENGL 306 - Business Writing & Presentation	3	

CORE REQUIREMENTS	Course	Sem	Course	Sem
Tier I – CWR: Critical reading, thinking, writing (3 cr)	ENGL 150			
Tier I – CMA: Quantitative reasoning (3 cr)	MATH 232			
Tier I – CLA: Language arts (competency at 102 level) (3 cr)**				
Tier II – CCA: Creative Arts must take 2 courses (6 cr)				
Tier II – CHH: Human Heritage must take 2 courses(6 cr)				
Tier II – CSS: Self & Society must take 2 courses (6 cr)	BADM 100 or ECON 141			
Tier II –CST: Science & Technology must take 2 courses, 1 of which must be a 4-credit lab course (7 cr)	(4 cr.)			
Tier III – CCAP: Core Capstone (3 cr)				
Physical Education (2 credits total)				

**Student will be waived from this requirement if enter MCLA with competency at 102 level

Electives, any level (15 credits)	Prerequisite(s)	Credit	Semester
		3	
		3	
		3	
		3	
		3	

Upper Level Electives, 300 or higher (9 credits)	Prerequisite(s)	Credit	Semester
		3	
		3	
		3	

Summary:

TOTAL BADM/ECON CREDITS REQUIRED	57 cr
REQUIRED SUPPORT COURSE	3 cr
CORE CURRICULUM/PHED REQUIREMENTS	36 cr (BADM 100 or ECON 141 Double Dips)
ELECTIVES, ANY LEVEL	15 cr
UPPER-LEVEL FREE ELECTIVES (300 or higher)	9 cr
TOTAL CREDITS REQUIRED FOR GRADUATION	120 cr

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*)
- 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