

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		3	
BADM 270 – Marketing		3	
BADM 342 – Legal & Social Environment of Business	Junior Status	3	
ECON 316– Statistics for Business & Economics	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
COMM 306 - Business Writing & Presentation	Junior Status	3	

Integrative Core Curriculum Effective Fall 2021			
Integrative Foundational Level		Course	Semester
Critical Reading, Thinking, Writing 3 credits	CWR		
Quantitative Reasoning 3 credits	CMA		
Health and Wellness 3 credits	CHW		
First Year Seminar 3 credits	FSEM		
Integrative Foundational Level			
Language, Culture and Communication 3 credits	CLA		
Self and Society 3 credits*	CSS		
Self and Society 3 credits	CSS		
Creative Arts 3 credits*	CCA		
Creative Arts 3 credits	CCA		
Science and Technology w/lab 4 credits	CSTL		
Science and Technology 3 credits*	CST		
Human Heritage 3 credits	CHH		
Human Heritage 3 credits*	CHH		
Integrative Capstone Seminar 3 credits	CAP		
*one of these will be a FSEM designated course			
Total Core 40 credits			

Electives any level (12 credits)	Prerequisite(s)	Credit	Semester
		3	
		3	
		3	
		3	

Graduation Requirements

Completion of 120 credits

At least 45 credits completed through MCLA

At least 39 upper-division credits (300-500)

Final 15 credits of course work completed through MCLA

Overall GPA at least 2.00

Completion of Core Curriculum - 40 credits

Completion of Major Requirements

At least one-half of major credits through MCLA

Completion of Second Major Requirements *(if applicable)*

Completion of Minor Program Requirements *(if applicable)*

Completion of Teacher Licensure Program Requirements *(if applicable)*

