

2008-2009 Catalog*
Business Administration
with a Specialization in Marketing Management, B.S.B.A.
Total Credits: 94-95

The marketing curriculum provides background for careers in sales, advertising, marketing management, research and analysis, and retail management. Marketing topics include researching and analyzing consumers, market demand, pricing, product distribution and development, and communication in order to develop marketing strategies and policies.

Admission Requirements

Students must apply and be accepted into the major prior to beginning 300- or 400-level business coursework. Application forms are available in the department offices. The completed form must be accompanied by transcripts that reflect all prior college work. Admission shall be based on grades earned in the following courses:

Pre-admission Requirements	Credits
ACCT 251 - Accounting I	5
ACCT 252 - Accounting II	5
BUS 221 - Introductory Business Statistics	5
BUS 241 - Legal Environment of Business	5
ECON 201 - Principles of Economics	5
ECON 202 - Principles of Economics Macro	5
MATH 153 - Pre-Calculus Mathematics I OR MATH 170 - Intuitive Calculus OR MATH 172 - Calculus I	5

Pre-admission Total Credits 35

Additional Admission Requirements

A cumulative grade point average of **2.5 in the above courses** must be achieved with a minimum grade of "C-" (**1.70**) in each course. The credit/no credit option will not be accepted for any of these courses. The applicant must have completed ENG 101/102 and achieved a minimum overall GPA of 2.0 in all collegiate studies. These criteria apply to equivalent courses transferred from other institutions. Students who have met all of the above requirements will be admitted unless the number of applicants exceeds available space. In that case, acceptance will be competitive, based on a selection index.

Business Core Requirements	Credits	Pre-Requisites
FIN 370 - Introductory Financial Management	5	Admission to the major
MGT 382 - Principles of Management	5	Admission to the major
MIS 386 - Management Information Systems	5	Admission to the major
MKT 362 - Essential Marketing Concepts	5	Admission to the major
OSC 323 - Operations Management	5	BUS 221 and admission to the major
MGT 489 - Strategic Management	5	Completion of all other core requirements for business administration or accounting

Business Core Total Credits 30

*Please refer to the current Central Washington University Undergraduate/Graduate Catalog.

Communication Requirement (Select one from the following)	Credits	Pre-Requisites
ADMG 385 - Business Communications & Report Writing	5	ENG 102 or equivalent and junior standing
COM 345 - Business and Professional Speaking	4	Permission from the Communication Dept
ENG 310 - Technical Writing	4	ENG 102 and junior standing

Communication Total Credits 4-5

<u>Marketing Management Specialization Requirements**</u>	<u>Credits</u>	<u>Pre-Requisites</u>
Required:		
MKT 367 - Consumer Behavior	5	MKT 360 or MKT 362 and admission to the major
MKT 369 - Market Research	5	MKT 360 or MKT 362 and admission to the major
MKT 470 - Marketing Problems and Policy	5	MKT 360 or MKT 362. Also must take MKT 367, MKT 369, plus two marketing electives. Senior standing plus admission to the major
Select a minimum of 10 credits from the following:		
BUS 490 - Cooperative Education	1-6	
ECON 310 - International Economics	5	ECON 202
MKT 462 - Marketing Promotion Management	5	MKT 360 or MKT 362 and admission to the major
MKT 463 - Sales Force Management	5	MKT 360 or MKT 362 and admission to the major
MKT 464 - Sports Marketing and Sponsorship	5	MKT 360 or MKT 362 and admission to the major
MKT 467 - International Marketing	5	MKT 360 or MKT 362 and admission to the major
MKT 475 - New Product Development	5	MKT 360 or MKT 362 and admission to the major

Marketing Management Specialization Total Credits 25

**Warning: For timely graduation in your program you must complete specialization courses while taking business core requirements. Required specialization courses may only be offered once per year. Refer to the College of Business Tentative Yearly Class Schedules to plan accordingly.

http://www.cwu.edu/~cob/students/schedules/sched_home.html

Additional BSBA Graduation Requirements

The following special rules apply to students seeking the BSBA major:

- Students must earn a minimum cumulative GPA of 2.25 in the 94-95 credit in-the-major coursework to be eligible for a degree. In addition, the Department requires a minimum GPA of 2.25 in the 59-60 credit upper-division component of the in-the-major total.
- Students must complete a minimum of 90 quarter credits of non-business courses, which may include up to 13.5 quarter credits of economics and 9 quarter credits of business statistics (BUS 221, 321). For the purpose of this requirement, "non-business" courses include all EXCEPT FOR those with the prefix ACCT, BUS, ECON, FIN, HRM, MGT, MIS, MKT, or OSC.
- Transfer students must complete at least 40 CWU business credits to be eligible for the business administration degree.
- The BSBA program requires a single specialization of at least 25 credits. Occasionally a student requests a second specialization. To be eligible for a second specialization, a minimum of 20 unique credits must be completed. Unique in this sense means the credits have not been used as part of any other BSBA specialization.
- Business courses taken to fulfill the requirements for an undergraduate or graduate degree from the CWU College of Business must have been taken within the last ten years at the time of graduating. Exceptions may be made, but must be approved prior to acceptance into the College of Business by the department chair and dean or designee.