

2020-2021 Catalog*
B.S. Business Administration
with a Specialization in Marketing Management
Total Credit of Major: 122-124

Major Admission Requirements

Minimum Grade of "C-" (1.70) in ENG 101 and 102 (students who have taken MGT 200 in Fall 2018 or after can use it to replace ENG 102 for purposes of admission to the major)

30 College Credits

2.25 Cumulative GPA – This is your CWU/Transfer Combined GPA on your Academic Requirement Report

Good Academic Standing the quarter prior to admission – 2.0 quarterly GPA and cumulative GPA

Complete the CB Major Declaration Course in Canvas

Foundation Courses that require a minimum grade of a C- (pre-requisites listed below courses if applicable):

ACCT 251 – Financial Accounting (5)
ACCT 252 – Managerial Accounting (5) <ul style="list-style-type: none"> • C- minimum (1.70) in ACCT 251*
BUS 102 – Business Computer Skills (5) – (Can be waived by Associate's in Business DTA)
ECON 130 - Foundations of Business Analytics <u>OR</u> MATH 130 – Finite Math (5) <ul style="list-style-type: none"> • C minimum in MATH 100B or satisfactory score on placement exams
BUS 221 – Introductory Business Statistics (5) <ul style="list-style-type: none"> • C- minimum in ECON 130 or MATH 130 or higher*
BUS 241 – Legal Environment of Business (5) <ul style="list-style-type: none"> • Sophomore Standing (45 credits)
ECON 201 – Principles of Economics Micro (5)
MATH 153 – Pre-Calculus Mathematics (or MATH 154, MATH 170, MATH 172 etc.) (5) <ul style="list-style-type: none"> • C minimum in MATH 100C or satisfactory score on placement exams

Professional Development Requirement (pre-requisites listed below courses if applicable):

BUS 110 – Professional Development 1 (1) – (Can be waived by Associate's in Business DTA)
MGT 200 – Essential Skills for Business Professionals (5) <u>OR</u> BUS 301– Contemporary Approaches to Personal & Professional Development (3) <ul style="list-style-type: none"> • MGT 200 pre-req: Academic Writing 1 with a minimum grade of a C- • BUS 301 pre-req: Sophomore Standing
BUS 310 – Professional Development 2 (1) <ul style="list-style-type: none"> • BUS 110 (or approved substitute) AND MGT 200 OR BUS 301

Core Courses that require a minimum grade of a C (pre-requisites listed below courses if applicable):

MKT 362 – Essential Marketing Concepts (5) <ul style="list-style-type: none"> • BUS 221, ECON 201 and Full admission to CB Major
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Core Courses that require a minimum grade of a C- (pre-requisites listed below courses if applicable):

COM 301 – Public Speaking for Business and Organizations (2)
ENG 311 – Business Writing (3) <ul style="list-style-type: none"> • Knowledge Area 2: Academic Writing II or a Direct Transfer Degree
ECON 202 – Principles of Macro Economics (5) <ul style="list-style-type: none"> • ECON 201
FIN 370 – Introductory Financial Management (5) <ul style="list-style-type: none"> • ACCT 251, BUS 221, ECON 201, and Full admission to CB Major
MGT 382 – Principles of Management (5) <ul style="list-style-type: none"> • ECON 201 and Full admission to CB Major
MIS 320 – Business Process Analysis and Systems <u>OR</u> MIS 386 – Management Information Systems <ul style="list-style-type: none"> • MIS 320 pre-req: BUS 102 or IT 101 or CS 101 • MIS 386 pre-req: BUS 221, Admission to a CB Major
SCM 310 – Supply Chain Management (5) <ul style="list-style-type: none"> • BUS 221, ECON 201 and Full admission to CB Major

**Marketing Management Specialization:
Students must earn a C minimum in all required MKT specialization courses**

MKT Spec. requirements require completion of the Foundation courses with a C- minimum in each, and full admission to CB Major (additional pre-requisites listed below courses):

<p>MKT 468 – Consumer Behavior (5)</p> <ul style="list-style-type: none"> • C minimum in MKT 362 • <i>Minimum Collegiate GPA of 2.25</i>
<p>MKT 469 – Market Research (5)</p> <ul style="list-style-type: none"> • C minimum in MKT 362 • <i>Minimum Collegiate GPA of 2.25</i>
<p>MKT 470 – Marketing Problems and Policy (5)</p> <ul style="list-style-type: none"> • C minimum in MKT 362, MKT 468, and MKT 469 • <i>Minimum Collegiate GPA of 2.25</i>

MKT Elective course options - Select a minimum of 10 credits from the following (Pre-requisites listed below courses):

<p>BUS 490 – Cooperative Education Internship (5)</p> <ul style="list-style-type: none"> • <i>Collegiate GPA of 2.8 or higher</i>
<p>ECON 310 – International Economics (5)</p> <ul style="list-style-type: none"> • <i>ECON 201</i>
<p>MKT 364 – Marketing Promotion Management (5)</p> <ul style="list-style-type: none"> • <i>MKT 362</i>
<p>MKT 365 – International Marketing (5)</p> <ul style="list-style-type: none"> • <i>Completion of MKT 362</i> • <i>Full admission to CB major</i> • <i>Completion of CB foundation courses with a minimum C- (1.7) grade in each course</i> • <i>Minimum collegiate GPA of 2.25</i>
<p>MKT 370 – Sports Marketing and Sponsorship (5)</p> <ul style="list-style-type: none"> • <i>Completion of MKT 362</i> • <i>Full admission to CB major</i> • <i>Completion of CB foundation courses with a minimum C- (1.7) grade in each course</i> • <i>Minimum collegiate GPA of 2.25</i>
<p>MKT 371 – Sponsorship and Promotion in Sport Business (5)</p> <ul style="list-style-type: none"> • <i>Completion of MKT 362</i> • <i>Full admission to CB major</i> • <i>Completion of CB foundation courses with a minimum C- (1.7) grade in each course</i> • <i>Minimum collegiate GPA of 2.25</i>
<p>MKT 372 – Revenue Generation and Finance in Sport Business (5)</p> <ul style="list-style-type: none"> • <i>Completion of MKT 362</i> • <i>Full admission to CB major</i> • <i>Completion of CB foundation courses with a minimum C- (1.7) grade in each course</i> • <i>Minimum collegiate GPA of 2.25</i>
<p>MKT 376 – Foundation of Digital Marketing (5)</p> <ul style="list-style-type: none"> • <i>Completion of MKT 362</i>
<p>MKT 476 – Advanced Digital Marketing (5)</p> <ul style="list-style-type: none"> • <i>Completion of MKT 376</i>

Capstone & End of Program Assessment:

<p>MGT 489 – Strategic Management (5)</p> <ul style="list-style-type: none"> • <i>C- minimum in all College of Business Foundation Courses</i> • <i>C- minimum in ECON 202, COM 301, ENG 311, FIN 370, SCM 310, MKT 362, MGT 382 & one of MIS 320 OR MIS 386</i> • <i>2.25 collegiate GPA</i> • <i>Senior Standing</i> • <i>Have applied for graduation for the quarter you take MGT 489</i>
<p>BUS 489 – AACSB Assessment (2)</p> <ul style="list-style-type: none"> • <i>Must be taken with MGT 489</i>

Additional Graduation Requirements

To graduate a student must:

Earn a minimum of 180 total credits to graduate from CWU

- *60 of which must be taken at the 300-400 level.*

Earn Minimum GPAs

- *Must have a 2.25 average GPA for all major courses*
- *Must have a 2.25 average GPA for all 300-400 level major courses*

Complete specific amounts of credits in these areas (Applies to all students, including Transfer Students & Post-Baccalaureate)

- *Must complete at least 45 credits at CWU*
- *Must complete at least 40 credits used in their major at CWU*
- *Lower division courses cannot be transferred to meet upper division requirements*

Complete all business courses within the last 10 years

- *Courses taken to fulfill the requirements for a 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 by the department chair and dean or designee.*

If you are declaring a Double Specialization, 20 unique credits are required

- *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.*
- *Students cannot dual specialize in General Business plus another specialization.*

***For courses transferred from institutions that use a numerical grading system, the minimum grade is a 1.7 (2.0 if ACCT 251/252 for Accounting majors/minors).**

****Warning: For a 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, www.cwu.edu/business/cbadvising**

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