Bachelor of Science in Business Administration

With a Concentration In

MARKETING

The West Virginia State University offers a Bachelor of Science degree in Business Administration with a concentration in Marketing.

Graduates of the program go on to a variety of careers and add value too many types of organizations. They are prepared to meet the challenges of the business world because they have mastered many professional skills needed in the business environment.

Careers awaiting a graduate with the BSBA degree with a concentration in Marketing include:

- Corporate Marketing Executive
- Retail Store Manager
- Sales Consultant
- Production Design
- Logistics Manager
- Sales Representative
- Advertising Director
- Entrepreneur
- Government Agency Executive
- Tourism

Marketing Professors:

- Mr. Mark Andersen

Core Business Courses

- ✓ BA 115 Business Information Skills
- ✓ BA 203 Business Statistics
- ✓ BA 209 Math Analysis for Business Decisions
- ✓ BA 210 Business Law I
- ✓ BA 215 Principles of Accounting I
- ✓ BA 216 Principles of Accounting II
- ✓ BA 301 Fundamentals of Management
- ✓ BA 305 Principles of Marketing
- ✓ BA 310 Personnel Management - Human Relations
- ✓ BA 313 Business Finance
- ✓ BA 420 Senior Seminar

Marketing Concentration Courses

- ✓ BA 335 Consumer Behavior
- ✓ BA 405 Integrated Marketing Communications
- ✓ BA 424 Marketing Management
- ✓ BA 436 Marketing Research

Any three of the following:

- ✓ BA 309 Retailing
- ✓ BA 311 Professional Selling
- ✓ BA 370 E-Marketing
- ✓ BA 411 Sales Management
- ✓ BA 413 Services Marketing
- ✓ BA 433 Marketing Channels Management
- ✓ BA 442 Global Marketing

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GENERAL EDUCATION

Freshman Experience (1 hour)
- BSS 101 Freshman Experience Course

Interdisciplinary Matrix (6 hours)
- GED 100 Origins
- GED 200 Human Diversity

International Perspectives (6 hours)
- CHIN 101 Beginning Chinese
- CHIN 102 Elementary Chinese
- FREN 101 Beginning French
- FREN 102 Elementary French
- GERM 101 Elementary German
- GERM 102 Elementary German
- JAPN 101 Beginning Japanese
- JAPN 102 Elementary Japanese
- RUSS 101 Beginning Russian
- RUSS 102 Elementary Russian
- SP 101 Beginning Spanish
- SP 102 Elementary Spanish
- COMM 446 International Cinema
- ENGL 350 World Literature, Classical Era
- ENGL 351 World Literature, Modern Era
- ENGL 440 Interpreting the Holocaust
- FREN 205 France: A View of Changing Culture
- FREN 443 West African Culture
- PHIL 308 World Religions
- POSC 210 International Relations
- POSC 415 Comp. Politics: Arab Middle East
- SOC 305 Birth - Death - Migration
- SP 205 Spain and Its Culture

History of Civilization (3 hours)
- HIST 201 World History (to 1660)
- HIST 202 World History (1660 to the Present)

English (6 hours)
- ENGL 101 English Composition I
- ENGL 102 English Composition II

Mathematics (3 hours)
- MATH 120 College Algebra

Speech (3 hours)
- COMM 100 Speech Communications

Lifetime Health (2 hours)
- HHP122 Fitness for Living
- HHP157 Healthy Living

Literature
- ENGL 150 Introduction to Literature

Fine Arts (6 hours)
- ART 100 Art Appreciation
- ART 101 Introduction to Art
- COMM 140 Film Appreciation
- COMM 170 The Art of the Theater
- MUS 104 American Music A Panorama
- MUS 107 Music Appreciation

Natural Science (6-8 hours)
- BIOL 101 Principles of Biology (4 hours)
- BIOL 102 Plants and Animals (4 hours)
- BIOL 108 Environmental Biology
- BIOL 110 Economic Biology (4 hours)
- BIOL 120 Fundamentals of Biology (4 hours)
- CHEM 100 Consumer Chemistry
- PHYS 103 Elements of Physical Science
- PHYS 106 Physical Geology (4 hours)
- PHYS 110 Weather and Climate (4 hours)
- PHYS 120 Astronomy
- PHYS 170 Physics through Photography

American Traditions (3 hours)
- HIST 207 History of the US to 1865
- HIST 208 History of the US from 1865
- POSC 101 American National Government

Social Structures (3 hours)
- PSYC 151 General Psychology
- SOC 101 Introduction to Sociology
- POSC 100 Intro to Government and Politics

COGNATES (13 hours)
- ECON 201 Principles of Economics (Macro)
- ECON 202 Principles of Economics (Micro)
- ENGL 204 Writing for Business