



BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION WITH A CONCENTRATION IN MARKETING

First Semester	Hours	Milestone(s)	Milestone Note	Grade	Credits	Term
GED 101 - BSS Freshman Experience	3					
ENGL 101 - English Composition I	3	Milestone Course	Complete ENGL 101 with a "D" or higher			
MATH 118 - College Algebra W/ Business Applications	3	Milestone Course	Complete MATH 118, 118E, or MATH 120 with a "D" or higher			
◆ CHEM 100 - Consumer Chemistry	3					
COMM 100 - Speech Communication	3					
Semester Total	15					

Second Semester	Hours	Milestone(s)	Milestone Note	Grade	Credits	Term
BA 115 - Business Information Skills	3	Milestone Course	Complete BA 115 with a "D" or higher			
ENGL 102 - English Composition II	3	Milestone Course	Complete ENGL 102 with a "D" or higher			
◆ ECON 109 - Introduction to World Economy	3					
◆ COMM 140 - Film Appreciation	3					
◆ ART 101 - Studio I Introduction to Art	3					
Semester Total	15					

Third Semester	Hours	Milestone(s)	Milestone Note	Grade	Credits	Term
BA 209 - Math Analysis for Bus Dec	3	Milestone Course	Complete BA 209 with a "D" or higher			
BA 210 - Business Law I	3					
BA 215 - First Year Accounting I	3	Milestone Course	Complete BA 215 with a "C" or higher			
ECON 201 - Principles of Macroeconomics	3					
ENGL 204 - Writing for Business and Other Professions	3					
Semester Total	15					

Fourth Semester	Hours	Milestone(s)	Milestone Note	Grade	Credits	Term
◆ BIOL 101 - Principles of Biology	3					
BA 216 - First Year Accounting II	3	Milestone Course	Complete BA 216 with a "C" or higher			
BA 305 - Principles of Marketing	3	Milestone Course	Complete BA 305 with a "C" or higher			
ECON 202 - Principles of Microeconomics	3	Milestone Course	Complete ECON 202 with a "D" or higher			
◆ HIST 202 - World History	3					
Semester Total	15					

Fifth Semester	Hours	Milestone(s)	Milestone Note	Grade	Credits	Term
◆ HHP 122 - Fitness for Living	2					
BA 203 - Business Statistics	3	Milestone Course	Complete BA 203 with a "D" or higher			
BA 335 - Consumer Behavior	3					
BA 301 - Organization and Management	3					
Free Elective	3					
BA 306 - Branding	3					
Semester Total	17					

Sixth Semester	Hours	Milestone(s)	Milestone Note	Grade	Credits	Term
BA 313 - Business Finance	3					
BA 370 - E-Marketing	3					
BA 310 - Human Resource Management	3					
BA 413 - Service Marketing	3					
Free Elective	3					
Semester Total	15					

Seventh Semester	Hours	Milestone(s)	Milestone Note	Grade	Credits	Term
BA 405 - Integrated Marketing Communications	3					
BA 442 - Global Marketing	3					
Free Elective	3					
Free Elective	3					
Free Elective	3					
Semester Total	15					

Eighth Semester	Hours	Milestone(s)	Milestone Note	Grade	Credits	Term
BA 436 - Marketing Research	3					
BA 420 - Senior Business Seminar	3	Milestone Course	Complete BA 420 with a "D" or higher			
BA 424 - Marketing Management	3					
Free Elective	1					
Free Elective	3					
Semester Total	13					

TOTAL SEMESTER HOURS **120**

◆ See reverse of this page for General Education coursework options

GENERAL EDUCATION COMPONENT AND COURSEWORK OPTIONS

Students in bachelor degree programs must complete the minimum number of hours indicated in each of the General Education components for a total of 35-41 credit hours. Your major field curriculum specifies courses or course categories that you must complete.

Courses with a **◆** indicate that the course is recommended from a list of courses within a specific General Education Component. Students may choose to take another course within the same General Education Component in place of the recommended course. For descriptions of these courses, consult the online West Virginia State University Catalog.

Some prerequisite requirements are listed in the course schedule; others are at the end of the course descriptions. Be sure you meet the prerequisites for a particular course before enrolling in the course. The courses listed are three credit hour courses except where noted otherwise.

Arts (3 credit hours)
◆ ART 101 Studio I - Introduction to Art
ART 101H Studio I – Introduction to Art (Honors)
COMM 170 The Art of the Theater
MUSIC 107 Appreciation of Music

International Perspectives (3 credit hours)
COMM 446 International Cinema
INTS 210 Introduction to International Perspectives
INTS 250 Diversity in Africana Studies
◆ ECON 109 Intro to World Economy
ENGL 350 World Literature Classical Era
ENGL 351 World Literature Modern Era
ENGL 440 Interpreting the Holocaust
FREN 101 Beginning French
FREN 102 Elementary French
FREN 205 A View of Changing Culture
FREN 443 West African Culture
GERM 101 Beginning German
GERM 102 Elementary German
SPAN 101 Beginning Spanish
SPAN 102 Elementary Spanish
SPAN 205 Spain and its Culture
POSC 210 International Relations
POSC 415 Arab Middle East
PHIL 308 World Religions
EDUC 319 Content Area Literacy
EDUC 321 Teaching Writing in the Elementary School

History (3 credit hours)
HIST 201 World History
HIST 201H World History (Honors)
◆ HIST 202 World History
HIST 207 American History to 1865
HIST 208 American History from 1865

Humanities (3 credit hours)
ART 100 Art Appreciation
◆ COMM 140 Film Appreciation
COMM 140H Film Appreciation (Honors)
ENGL 150 Introduction to Literature
ENGL 150H Introduction to Literature (Honors)
MUSC 104 American Music A Panorama

Natural Science (3-4 credit hours)
BIOL 101 Principles of Biology (4 credits)
BIOL 101H Principles of Biology (Honors) (4 credits)
BIOL 108 Environmental Biology (4 credits)
BIOL 110 Economic Biology (4 credits)
BIOL 120 Fundamentals of Biology (4 credits)
◆ CHEM 100 Consumer Chemistry (3 credits)
CHEM 100H Consumer Chemistry (Honors) (3 credits)
CHEM 132 Introductory Environmental Chemistry (3 credits)
PHYS 101 Physical Science Survey I (3 credits)
PHYS 102 Physical Science Survey II (4 credits)
PHYS 103 Elements of Physical Science (3 credits)
PHYS 106 Intro. to Physical Geology (4 credits)
PHYS 107 Historical Geology (4 credits)
PHYS 110 Weather and Climate (4 credits)
PHYS 111 Energy and the Environment (4 credits)
PHYS 120 Astronomy (3 credits)
PHYS 121 Astronomy Lab (1 credit)

Scientific Reasoning (3 - 4 credit hours)
◆ BIOL 101 Principles of Biology (4 credits)
BIOL 101H Principles of Biology (Honors) (4 credits)
BIOL 108 Environmental Biology (4 credits)
BIOL 110 Economic Biology (4 credits)
BIOL 120 Fundamentals of Biology (4 credits)
CHEM 100 Consumer Chemistry (3 credits)
CHEM 100H Consumer Chemistry (Honors) (3 credits)
CHEM 132 Introductory Environmental Chemistry (3 credits)
PHYS 101 Physical Science Survey I (3 credits)
PHYS 102 Physical Science Survey II (4 credits)
PHYS 103 Elements of Physical Science (3 credits)
PHYS 106 Intro. to Physical Geology (4 credits)
PHYS 107 Historical Geology (4 credits)
PHYS 110 Weather and Climate (4 credits)
PHYS 111 Energy and the Environment (4 credits)
PHYS 120 Astronomy (3 credits)
PHYS 121 Astronomy Lab (1 credit)

Wellness (2 credit hours)
◆ HHP 122 Fitness for Living
HHP 157 Healthy Living
HHP 157H Healthy Living (Honors)
HHP 242 Team Sports II

BA 420: Senior Seminar Requirements

BA 420: Senior Seminar is to be taken only after completion of the following business core classes prior to the semester you will be taking it. Business Core classes are as follows: BA 115, 203, 209, 215, 216, 301, 305, 310, and 313.

In addition to the requirements of BA 420: Senior Seminar, the Department of Business Administration and Economics requires that all graduating students undertake the following:

- 1) Take the Major Field Test in business (administered as part of BA 420)
- 2) Complete the Graduate Exit Survey (completed as part of BA 420)

Degree Requirements & Graduation

Students are responsible for knowing and fulfilling requirements for graduation. Accordingly, they should carefully read the catalog and curriculum requirements. The University cannot assume responsibility for failure of students to fulfill catalog and curriculum requirements. If questions arise about requirements, students should consult with the appropriate department chair, college dean or the Registrar several semesters prior to graduation. See below listed requirements for Graduation and consult your respective year WVU Academic Catalog.

1. A cumulative grade point average of 2.0 (i.e., a C average) on all work attempted with the exception of developmental courses and courses with grades of P, K, W, and AUD.
2. A cumulative grade point average of 2.0 in major and minor (if applicable) courses. The department will identify the courses that count toward the major and the major cumulative grade point average.
3. Completion of the total number of hours required in the curriculum elected.
4. The necessary residence requirement for a degree.
5. Payment of all outstanding financial obligations to the University.
6. All grades of I and Q must be satisfied before graduation.

Comments: