

BUSINESS ADMINISTRATION MAJOR- Marketing Concentration
Advising Form
Minimum 14 Total Units
(OWU Catalog 2022-2023 and forward)

Name _____

Date _____

Economics and Business Department Courses – A C- or better is required in all prerequisite courses.

Required Courses (10-10.5 units)

- _____ BUS 120 – Principles of Marketing
- _____ BUS 140 – Business Operations
- _____ ACCT 217 – Principles of Financial Accounting
- _____ ACCT 348 – Business Law I
- _____ FIN 280 – Financial Statement Analysis (0.5 units)
- _____ FIN 331 – Core Financial Concepts (0.5 units) **or** FIN 361 Financial Management (1.0 unit)
- _____ ECON 110 – Principles of Economics
- _____ Choose one - ECON 252 Intermediate Microeconomics; **or** ECON 255 Monetary & Fiscal Policy; **or** ECON 259 National Income and Business Cycles
- _____ BUS 499 – Corporate Strategy (with a grade of C- or better)

Statistics (1 unit) Choose One

- _____ Choose one - MATH 105 – Probability and Statistics; **or** MATH 230 Applied Statistics; **or** PSYC Quantitative Methods

ESG (1 unit) Choose One

- _____ DATA 300.1 Social, Ethical, & Cultural Impact of Big Data
- _____ ECON 2xx – Climate Change Economics and Policy (proposed)
- _____ ECON 366 – Environmental and Natural Resource Economics
- _____ ENVS 110 – Introduction to Environment and Sustainability
- _____ ENVS 112 – Ecology and the Human Future
- _____ BUS/PHIL 269 – International Business Ethics
- _____ SJ 110 – Introduction to Social Justice
- _____ SOAN 117 – Introduction to Social Problems
- _____ SOAN 315 – Society and Economy

Marketing Concentration Requirements (4 units)

Required Courses: 2 Units

- _____ 1. BUS 307 – Topics in Business (Choose Two from: Advertising, Marketing Research, Public Relations, Digital Marketing – each .5 unit courses)
- _____ 2. BUS 410 – Brand Strategy and Management

Elective Courses: 2 Units

- _____ BUS 307 Topics in Business (0.5 units) (only for specific topics that relate to the marketing concentration, whichever is not chosen for required units)
- _____ BUS 320 – Business Aspects of Sports (Summer Course)
- _____ BUS 425 – Entrepreneurship
- _____ BUS 476 – International Business Management
- _____ BUS 490 – Independent Study – must be marketing related
- _____ BUS 491 – Directed Reading – must be marketing related
- _____ BUS 495 – Apprenticeship – must be marketing related
- _____ DATA 300.3 – Methods in Data Analytics
- _____ ENG 310 – Writing for the Workplace
- _____ PSYC 267 – Behavioral Decision Making **or** ECON 388 Behavioral Economics
- _____ COMM – 300.6 Persuasive Communication

*A maximum of 2 units from BUS 490A, 490B, 491 and 495 may count toward the Business Administration Major.

UPDATED 3/23