

Catalog Requirements: BBA in Marketing



Valid for Catalog Years 2023-2024; Expires Summer 2030

This worksheet is provided to give students an outline of the requirements needed to complete a BBA degree in Marketing from Washburn University. This worksheet should not replace processing a degree audit, which is a more thorough examination of requirements completed and those that are still needed. This is especially true in regard to transfer credit evaluations when typically only limited information is available.

Name: _____
Last Name First Name MI

WIN #: _____ Advisor: _____ Date: _____

University Core Requirements (12 hrs.)	
WU101 Washburn Experience ¹	3
EN101 First-Year Writing	3
MA116 College Algebra	3
EN300 Advanced College Writing	3

¹WU101 will be waived for all transfer students beginning at Washburn with more than 30 hours of college credit completed.

General Education Requirements (27 hrs.)	
Humanities: (9 hrs.)	
Art/Music/Theater:	3
Writing: (EN102/103/131/135/145/207/208/209)	3
CN150 Public Speaking	3
Social Science: (9 hrs.)	
Pick 2 out of 3:	6
AN112 Cultural Anthropology	
PY100 Basic Concepts In Psychology	
SO100 Introduction to Sociology	
Social Science (Not Economics)	3
Natural Science: (9 hrs.)	
MA116 College Algebra (Met above via Univ. Core)	3
MA140 Statistics (*MA116)	3
Natural Science: (CM101/105 recommended)	3

Electives (enough to reach 120 hrs.)	
<ul style="list-style-type: none"> • Minors – 45+ different programs to choose from • Semester abroad • Leadership, Honors or Research Studies programs • Additional Business courses 	
General Education Discipline elective:	3
	3
	3
	3
	3

Core Business Requirements (42 hrs.)	
AC224 Financial Accounting (*EN101, MA116)	3
AC225 Managerial Accounting (*AC224, BU250 or concurrent)	3
BU250 Management Info. Systems (*EN101, MA116)	3
BU258 Foundations of Data Analysis (*EN101, MA116, BU250)	3
EC200 Principles of Microeconomics (*MA116)	3
EC201 Principles of Macroeconomics (*MA116, EC200)	3
EC211 Statistics for Business & Econ. (*MA116, MA140)	3
Admission to the School of Business: To be eligible, students must earn a C or better in the Core Business Requirements listed above. Admission is required to enroll in all 400-level AC and BU courses. 30 hours must be completed after admission, therefore it is expected that students will be admitted <u>before</u> beginning their major-specific courses.	
BU315 Legal Environment of Business (*EC200, EC201)	3
BU342 Organization & Mgmt. (*EC200, EC201, 2 of 3: AN112/PY100/SO100)	3
BU347 Prod. & Operation Mgmt. (*MA116, AC225, BU250, EC211, BU342)	3
Global Dynamics Course (choose one):	3
BU355 International Business (*AC225, EC200, EC201)	
BU477 International Finance (*BU381, Admission)	
EC410 International Economics (*EC200, EC201)	
BU360 Principles of Marketing (*EC200, EC201)	3
BU381 Business Finance (*MA116, AC225, BU250, EC211)	3
BU449 Strategic Management (*BU342, BU347, BU360, BU381)	3

Marketing Emphasis (24 hrs.)	
BU362 Marketing Research (*BU360, EC211)	3
BU364 Consumer Behavior (*BU360)	3
BU471 Marketing Management (*BU360, Admission)	3
Marketing Elective: (Choose one: BU363/BU366/BU368/BU369/BU371)	3
Upper Division AC/BU/DA/EC:	3
Upper Division AC/BU/DA/EC:	3
Upper Division AC/BU/DA/EC:	3
Upper Division AC/BU/DA/EC:	3

***Please Note:** Prerequisite and all required courses must be completed with a C or better. Students who advance enroll, then later do not complete the course with a C or better, must withdraw from any course that requires that prerequisite. 200-level courses assume sophomore standing, 300-level courses assume junior standing, 400-level courses assume senior standing.

Degree Completion Plan: BBA in Marketing

Valid for catalog years: 2023-2024

Following this recommended schedule ensures BBA degree completion in four years. This worksheet does not replace processing a degree audit, which illustrates the completion of specific degree requirements on an individualized basis.

Name: _____
Last Name First Name MI

WIN #: _____ Advisor: _____ Date: _____

Freshman Year (30 hrs.)	
First Semester (15 hrs.)	Second Semester (15 hrs.)
WU101 Washburn Experience	Writing Elective (EN208 recommended)
EN101 First-Year Writing	CN150 Public Speaking
MA095/108/116 (depending on placement)	MA116 College Algebra (or elective)
AN112/PY100/SO100 (choose one)	AN112/PY100/SO100 (choose one)
BU101 Intro. to Business (elective)	Natural Science (CM101/105 recommended)

Sophomore Year (60 hrs.)	
Third Semester (15 hrs.)	Fourth Semester (15 hrs.)
AC224 Financial Accounting	AC225 Managerial Accounting
BU250 Management Information Systems	BU258 Foundations of Data Analysis
EC200 Principles of Microeconomics	EC201 Principles of Macroeconomics
MA140 Statistics	EC211 Statistics for Business & Economics
Gen. Ed. AR/MU/TH	Gen. Ed. Social Science

Application for Admission to the School of Business:

To apply for Admission to the School of Business, students must complete 60 hours, have at least a 2.0 cumulative GPA, and complete the following courses with a C or better: AC224, AC225, BU250, BU258, EC200, EC201 and EC211

Junior Year (90 hrs.)	
Fifth Semester (15 hrs.)	Sixth Semester (15 hrs.)
BU342 Organization & Management	BU315 Legal Environment of Business
BU355 International Business	BU347 Production & Operations Mgmt.
BU360 Principles of Marketing	BU362 Marketing Research
BU381 Business Finance	Upper Division AC/BU/DA/EC:
EN300 Advanced College Writing	Recommended Elective:

Senior Year (120hrs.)	
Seventh Semester (15 hrs.)	Eighth Semester (15 hrs.)
BU364 Consumer Behavior	BU449 Strategic Management (with MFT exam)
Upper Division AC/BU/DA/EC:	BU471 Marketing Management
Upper Division AC/BU/DA/EC:	Marketing Elective (see front page)
Recommended Elective:	Upper Division AC/BU/DA/EC:
Recommended Elective:	Recommended Elective:

Specific Rules to Follow:

- The best practice is to complete 100-level courses before 200-level, which should be completed before 300-level, which should be completed before 400-level courses.
- All required courses, including their prerequisites, must be taken for letter grade and completed with a C or better. These include all courses used to meet core, correlate and major-specific requirements.
- The MFT exam will be administered during the BU449 Strategic Management course, taken during the last semester. A minimum score is not required, but all students must participate.

Students are strongly encouraged to further enhance their Business degree by completing these programs:

- Washburn Transformational Experience
- Study Abroad
- Honors
- Leadership
- Minor in: _____
- Foreign Language
- Community Service