



2017-2018 PROGRAM REQUIREMENTS
Degree: Bachelor of Business Administration
Major: Business Administration
Concentration: Marketing

About This Major . . .

The Bachelor of Business Administration (BBA) is designed to prepare students for the challenges of today's organizations, as well as the business world of tomorrow. The program provides students with the knowledge, skills and abilities to compete in both local and global business environments. Additionally, the program allows for an emphasis in a specialized area such as management, marketing, finance, economics or hospitality management. The BBA is a very versatile, flexible and valuable degree. Colorado Mesa's BBA graduates have the ability to earn advanced degrees in business such as the Master of Business Administration – one of the most sought after degrees by employers in today's job market. Marketing is a critical part of today's business. Classes in promotion, consumer behavior, sales and sales management, creating marketing materials, and advanced marketing will place marketing students on a path to an exciting, fast-paced career in marketing for large and small businesses, health care and nonprofits to name a few areas. Selling skills are essential for all areas of business providing marketing students with an important skill to build their resume.

For more information on what you can do with this major, go to <http://www.coloradomesa.edu/career/whatmajor.html>.

All CMU baccalaureate graduates are expected to demonstrate proficiency in critical thinking, communication fluency, quantitative fluency, and specialized knowledge/applied learning. In addition to these campus-wide student learning outcomes, graduates of this major will be able to:

1. Integrate knowledge from multiple functional areas of business to solve business problems and to develop sound business strategies. (Specialized Knowledge)
2. Apply business knowledge and skills in appropriate business contexts and transfer knowledge and skills to new business situations. (Critical Thinking)
3. Communicate clearly, appropriately, and persuasively to the business audience, both orally and in writing, including individual presentations. (Communication Fluency)
4. Analyze business data critically, reason logically, and apply quantitative analysis methods correctly to develop appropriate business conclusions. (Quantitative Fluency)
5. Effectively work as a team. (Applied Learning)
6. Strategically apply information across functional areas of business. (Applied Learning)
7. Produce professional business work products. (Applied Learning)
8. Practice principle-based ethics in decision making both personally and professionally. (Applied Learning)
9. Create marketing strategies and evaluate business relationships in the flow of products from producer to consumer. (Specialized Knowledge)

Advising Process and DegreeWorks

This document is intended for informational purposes to help determine what courses and associated requirements are needed to earn a degree. The suggested course sequencing outlines how students could finish degree requirements. Some courses are critical to complete in specific semesters, while others may be moved around. Meeting with an academic advisor is essential in planning courses and altering the suggested course sequencing. It is ultimately the student's responsibility to understand and fulfill the requirements for her/his intended degree(s).

DegreeWorks is an online degree audit tool available in MAVzone. It is the official record used by the Registrar's Office to evaluate progress towards a degree and determine eligibility for graduation. Students are responsible for reviewing their DegreeWorks audit on a regular basis and should discuss questions or concerns with their advisor or academic department head. Discrepancies in requirements should be reported to the Registrar's Office.

Graduation Process

Students must complete the following in the first two months of the semester prior to completing their degree requirements:

- Review their DegreeWorks audit and create a plan that outlines how unmet requirements will be met in the final semester.
- Meet with their advisor and modify their plan as needed. The advisor must approve the final plan.
- Submit the "Intent to Graduate" form to the Registrar's Office to officially declare the intended graduation date and commencement ceremony plans.
- Register for all needed courses and complete all requirements for each degree sought.

Submission deadlines and commencement details can be found at <http://www.coloradomesa.edu/registrar/graduation.html>.

If a student's petition for graduation is denied, it will be her/his responsibility to consult the Registrar's Office regarding next steps.

INSTITUTIONAL DEGREE REQUIREMENTS

The following institutional degree requirements apply to all CMU baccalaureate degrees. Specific programs may have different requirements that must be met in addition to institutional requirements.

- 120 semester hours minimum.
- Students must complete a minimum of 30 of the last 60 hours of credit at CMU, with at least 15 semester hours in major discipline courses numbered 300 or higher.
- 40 upper-division credits (an alternative credit limit applies to the Bachelor of Applied Science degree).
- 2.00 cumulative GPA or higher in all CMU coursework.
- A course may only be used to fulfill one requirement for each degree/certificate.
- No more than six semester hours of independent study courses can be used toward the degree.
- Non-traditional credit, such as advanced placement, credit by examination, credit for prior learning, cooperative education and internships, cannot exceed 30 semester credit hours for a baccalaureate degree; A maximum of 15 of the 30 credits may be for cooperative education, internships, and practica.
- Pre-collegiate courses (usually numbered below 100) cannot be used for graduation.
- Capstone exit assessment/projects (e.g., Major Field Achievement Test) requirements are identified under Program-Specific Degree Requirements.
- The Catalog Year determines which program sheet and degree requirements a student must fulfill in order to graduate. Visit with your advisor or academic department to determine which catalog year and program requirements you should follow.
- See "Requirements for Undergraduate Degrees and Certificates" in the catalog for a complete list of graduation requirements.

PROGRAM-SPECIFIC DEGREE REQUIREMENTS

- To be admitted to the Bachelor of Business Administration program, certain prerequisites must be satisfied. Please see the Department Head of Business for complete requirements and application form.
- 2.0 cumulative GPA or higher in coursework toward the major content area.

ESSENTIAL LEARNING REQUIREMENTS (31 semester hours)

See the current catalog for a list of courses that fulfill the requirements below. If a course is an Essential Learning option and a requirement for your major, you must use it to fulfill the major requirement and make a different selection for the Essential Learning requirement.

English (6 semester hours, must receive a grade of "C" or better and must be completed by the time the student has 60 semester hours.)

- ENGL 111 - English Composition (3)
- ENGL 112 - English Composition (3)

Mathematics (3 semester hours, must receive a grade of "C" or better, must be completed by the time the student has 60 semester hours.)

- MATH 113 - College Algebra (4)
(3 credits apply to the Essential Learning requirements and 1 credit applies to elective credit.)

Humanities (3 semester hours)

- Select one Humanities course (3)

Social and Behavioral Sciences (6 semester hours)

- ECON 201 - Principles of Macroeconomics (3)
- ECON 202 - Principles of Microeconomics (3)

Natural Sciences (7 semester hours, one course must include a lab)

- Select one Natural Sciences course (3)
- Select one Natural Sciences course with a lab (4)

History (3 semester hours)

- Select one History course (3)

Fine Arts (3 semester hours)

- Select one Fine Arts course (3)

OTHER LOWER-DIVISION REQUIREMENTS

Wellness Requirement (2 semester hours)

- KINE 100 - Health and Wellness (1)
- Select one Activity course (1)

Essential Learning Capstone (4 semester hours)

Essential Learning Capstone must be taken after completion of the Essential Learning English and Mathematics requirements, and when a student has earned between 45 and 75 hours.

- ESSL 290 - Maverick Milestone (3)
- ESSL 200 - Essential Speech (1)

FOUNDATION COURSES (21 semester hours. These courses plus ECON 201, ECON 202, and Essential Learning Math & English requirements must be completed within the student's first 60 hours.)

- ACCT 201 - Principles of Financial Accounting (3)
- ACCT 202 - Principles of Managerial Accounting (3)
- BUGB 105 - Freshman Business Seminar (3)
- BUGB 211 - Business Communications (3)
- BUGB 231 - Survey of Business Law (3)
- One of the following courses:
 - CISB 101 - Business Information Technology (3)
 - CISB 205 - Advanced Business Software (3)
- One of the following courses:
 - CISB 241 - Introduction to Business Analysis (3)
 - STAT 241 - Introduction to Business Analysis (3)

BBA: BUSINESS ADMINISTRATION, MARKETING REQUIREMENTS (45 semester hours)

Business Administration Core (30 semester hours)

- BUGB 401 - International Business (3)
- CISB 210 - Fundamentals of Information Technology (3)
- FINA 301 - Managerial Finance (3)
- MANG 201 - Principles of Management (3)
- MANG 301 - Organizational Behavior (3)
- HRMA 371 - Human Resource Management (3)
- MANG 471 - Operations Management (3)
- MANG 491 - Business Strategy (3)
- MARK 231 - Principles of Marketing (3)
- One of the following courses:
 - CISB 341 - Quantitative Decision Making (3)
 - MANG 341 - Quantitative Decision Making (3)
 - MARK 350 - Marketing Research (3)

Marketing Nucleus (15 semester hours)

- MARK 325 - Consumer Behavior (3)
- MARK 332 - Promotion (3)
- MARK 335 - Sales and Sales Management (3)
- MARK 340 - Creating Marketing Materials (3)
- MARK 432 - Advanced Marketing (3)

GENERAL ELECTIVES (17 semester hours) It is strongly recommended to meet with a Business Advisor to choose electives that complement the nucleus or choose the nucleus of a second concentration. At least four hours must be upper division. Also include all college level courses appearing on your final transcript, not listed above that will bring your total semester hours to 120 hours.

- MATH 113 - College Algebra (1)
- _____
- _____
- _____
- _____
- _____
- _____

SUGGESTED COURSE SEQUENCING

Freshman Year, Fall Semester: 16 credits

- BUGB 105 - Freshman Business Seminar (3)
- ENGL 111 - English Composition (3)
- CISB 101 - Business Information Technology (3) or CISB 205 - Advanced Business Software (3)
- MATH 113 - College Algebra (4)
- Essential Learning - Fine Arts (3)

Freshman Year, Spring Semester: 14 credits

- ENGL 112 - English Composition (3)
 - CISB 241 or STAT 241 - Introduction to Business Analysis (3)
 - CISB 210 - Fundamentals of Information Technology (3)
 - Essential Learning - Natural Science with Lab (4)
 - KINE 100 - Health and Wellness (1)
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Sophomore Year, Fall Semester: 15 credits

- ACCT 201 - Principles of Financial Accounting (3)
- ECON 201 - Principles of Macroeconomics (3)
- BUGB 211 - Business Communications (3)
- BUGB 231 – Survey of Business Law (3)
- Essential Learning - History (3)

Sophomore Year, Spring Semester: 16 credits

- ACCT 202 - Principles of Managerial Accounting (3)
 - ECON 202 - Principles of Microeconomics (3)
 - MANG 201 - Principles of Management (3)
 - ESSL 290 - Maverick Milestone (3)
 - ESSL 200 - Essential Speech (1)
 - Essential Learning - Humanities (3)
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Junior Year, Fall Semester: 15 credits

- MARK 231 - Principles of Marketing
- FINA 301 - Managerial Finance (3)
- HRMA 371 - Human Resource Management (3)
- MANG 301 - Organizational Behavior (3)
- General Elective (3)

Junior Year, Spring Semester: 15 credits

- MARK 332 - Promotion (3)
 - MARK 335 - Sales and Sales Management (3)
 - Essential Learning - Natural Science (3)
 - MARK 340 - Creating Marketing Materials (3)
 - General Elective (3)
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Senior Year, Fall Semester: 15 credits

- MARK 325 - Consumer Behavior (3)
- CISB 341 or MANG 341 - Quantitative Decision Making (3) or MARK 350 - Marketing Research (3)
- MANG 471 - Operations Management (3)
- BUGB 401 - International Business (3)
- General Elective (3)

Senior Year, Spring Semester: 14 credits

- MARK 432 - Advanced Marketing (3)
 - MANG 491 - Business Strategy (3)
 - General Electives (2 courses) (6)
 - Elective (1)
 - KINA Activity (1)
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