

Department of Business Administration & Economics
Massachusetts College of Liberal Arts
Bachelor of Science Degree in Business Administration – Marketing Concentration

REQUIRED DEPARTMENT COURSES			
Department Courses (42 credits)	Prerequisites	Credit	Semester
ACCT 224 – Financial Accounting	BADM 110	3	
ACCT 225- Managerial Accounting		3	
BADM 110 – Information Technology for Business		3	
BADM 160 – Management		3	
BADM 170 – Marketing		3	
BADM 201 – Business Law I	Sophomore Status	3	
BADM 206 – Math Methods in Business & Economics	ECON 242 & MATH 232	3	
BADM 342 – Legal & Social Environment of Business	Junior Status	3	
BADM 510 – Seminar in Business Policy	Completion or concurrent enrollment in Business Core Requirements and Senior Status	3	
ECON 241 - Macroeconomics		3	
ECON 242 - Microeconomics		3	
ECON 316 – Statistics for Business & Economics	BADM 110 & MATH 232	3	
FINC 200 – Introduction to Finance	BADM 110	3	
REQUIRED WRITING COURSE		Credit	Semester
COMM 306 - Business Writing & Presentation	Junior Status	3	
Marketing Concentration Courses (15 credits)	Prerequisite(s)	Credit	Semester
BADM 381 – Consumer Behavior (Fall)	BADM 170	3	
BADM 382 – Marketing Research (Fall)	BADM 170 ECON 316	3	
BADM 384 – Marketing Communications (Spring)	BADM 170	3	
Elective (See listing next page)		3	
Elective (See listing next page)		3	

UPPER-LEVEL ELECTIVES MARKETING – select two

Elective	Prerequisites	Credit	Semester
BADM 361 Organizational Behavior	LEAD 200 or BADM 160	3	
BADM 362 Human Resource Management	BADM 160	3	
BADM 366 Team Facilitation	LEAD 200 or BADM 160	3	
BADM 367 Small Business Entrepreneurship	Junior Status	3	
BADM 380 Strategic Marketing	BADM 170	3	
BADM 385 Global Marketing	BADM 170	3	
BADM 386 Sport Marketing	BADM 170	3	
BADM 387 Service and Event Marketing	BADM 170	3	
BADM 390 Managing Workplace Diversity	Junior Status	3	
BADM 490 Special Topics in Business Administration	Junior Status	3	
FINC 420 Business Regulation and Risk	FINC 200 and BADM 201	3	

Integrative Core Curriculum Effective Fall 2021			
Integrative Foundational Level		Course	Semester
Critical Reading, Thinking, Writing 3 credits	CWR		
Quantitative Reasoning 3 credits	CMA		
Health and Wellness 3 credits	CHW		
First Year Seminar 3 credits	FSEM		
Integrative Foundational Level			
Language, Culture and Communication 3 credits	CLA		
Self and Society 3 credits*	CSS		
Self and Society 3 credits	CSS		
Creative Arts 3 credits*	CCA		
Creative Arts 3 credits	CCA		
Science and Technology w/lab 4 credits	CSTL		
Science and Technology 3 credits*	CST		
Human Heritage 3 credits	CHH		
Human Heritage 3 credits*	CHH		
Integrative Capstone Seminar 3 credits	CAP		
*one of these will be a FSEM designated course			
Total Core 40 credits			

Electives any level (12 credits)	Prerequisite(s)	Credit	Semester
		3	
		3	
		3	
		3	

Graduation Requirements

Completion of 120 credits

At least 45 credits completed through MCLA

At least 39 upper-division credits (300-500)

Final 15 credits of course work completed through MCLA

Overall GPA at least 2.00

Completion of Core Curriculum - 40 credits

Completion of Major Requirements

At least one-half of major credits through MCLA

Completion of Second Major Requirements *(if applicable)*

Completion of Minor Program Requirements *(if applicable)*

Completion of Teacher Licensure Program Requirements *(if applicable)*