

Saint Rose Marketing Major B.S. and B.B.A. to MCLA BADM Major Marketing Concentration. B.S.

MCLA BADM Marketing Concentration B.S.			<a href="#">College of Saint Rose Marketing Major, B.S.</a>			<a href="#">College of Saint Rose Marketing Major, B.B.A.</a>		
<b>Business Foundation</b>			<a href="#">Course Descriptions Link</a>					
ACCT 224	Financial Accounting	3	ACC 121	Principles of Financial Accounting	3	ACC 121	Principles of Financial Accounting	3
ACCT 225	Managerial Accounting	3	ACC 122	Principles of Managerial Accounting	3	ACC 122	Principles of Managerial Accounting	3
BADM 100	Explorations in Business (will be removed F24)		BUS 111	Fundamentals of Business	3	BUS 111	Fundamentals of Business	3
BADM 110	Information Technology for Business	3	BUS 219	Management Info Systems	3	BUS 219	Management Info Systems	3
BADM 201	Business Law I	3	BUS 233	Business Law I	3	BUS 233	Business Law I	3
BADM 206	Math Methods for Business	3						
BADM 260	Management (F24 will change to 1xx)	3						
BADM 270	Marketing (F24 will change to 1XX)	3	BUS 253	Principles of Marketing	3	BUS 253	Principles of Marketing	3
BADM 340	Financial Management (F24 will be replaced with FINC 200 Intro to Finance )	3	BUS 301	Financial Management	3	BUS 301	Financial Management	3
BADM 342	Legal and Social Environment of Business	3						
BADM 510	Seminar in Business Policy	3	BUS 497	Capstone Seminar	3	BUS 497	Capstone Seminar	3
ECON 141	Macroeconomics (F24 will change to 2XX)	3	**	ECO 205 Principles of Macroeconomics		ECO 205	Principles of Macroeconomics	3
ECON 142	Microeconomics (F24 will change to 2XX)	3	**	ECO 206 Principles of Microeconomics		ECO 206	Principles of Microeconomics	3
ECON 316	Statistics for Business and Economics	3	BUS 280	Business Statistics	4	BUS 280	Business Statistics	4
COMM 306	Business Writing and Presentation	3	BUS 210	Business Communications	3	BUS 210	Business Communications	3
<b>Marketing Requirements</b>								
BADM 381	Consumer Behavior	3	BUS 370	Consumer Behavior	3	BUS 370	Consumer Behavior	3
BADM 382	Marketing Research	3	BUS 312	Marketing Reserch	3	BUS 312	Marketing Research	3
BADM 384	Marketing Communications	3						
Elective	One Dept Elective	3		Could Use One Course Not Part of MCLA Program Noted Below			Could Use One Course Not Part of MCLA Program Noted Below	
Select two of the following:		6						
	BADM 361 Organizational Behavior							
	BADM 362 Human Resource Mngmt							
	BADM 366 Team Facilitation							
	BADM 367 Small Business Entrepr							
	BADM 380 Strategic Marketing		BUS 353	Marketing Management	3	BUS 353	Marketing Management	3
	BADM 385 Global Marketing					BUS 423	International Marketing & Export Management (Elective noted below)	
	BADM 387 Service and Event Marketing					BUS 424 or BUS 422	Service Marketing or Sport Marketing (Elective noted below)	
	BADM 390 Managing Workplace Diversity							
	BADM 490 Special Topics in Business							
	BADM 500 Independent Study							
	BADM 540 Internship in Business		BUS 494	Internship	3	BUS 494	Internship	
	FINC 3XX Risk and Regluation							
<b>Total MCLA Credits</b>		<b>60</b>	<b>Not Part of MCLA Marketing Concentration</b>			<b>Not Part of MCLA Marketing Concentration</b>		
			BUS 199	Fundamentals of Business Colloquim	1	BUS 199	Fundamentals of Business Colloquim	1

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			BUS 246	Organizational Behavior	3	BUS 246	Organizational Behavior	3
			BUS 293	Professional Development Program	1	BUS 293	Professional Development Program	1
			BUS 352	Quantitative Business Analysis	3	BUS 352	Quantitative Business Analysis	3
			BUS 425	Integrated Global Business	3	BUS 425	Integrated Global Business	3
			Elective	Marketing Elective	6	CSC 114	Excel	3
			Elective	Accounting, Business, Economics	3	MAT 180	College Algebra	3
						PHI 205	Business Ethics	3
						Elective	Marketing Elective	6
				<b>Total Saint Rose Credits</b>	<b>63</b>	Elective	Accounting, Business, Economics	9
			**	<b>Required course for Saint Rose Core</b>				
							<b>Total Saint Rose Credits</b>	<b>81</b>