



Bachelor of Science in Business Administration



With a Concentration In

MARKETING

West Virginia State University offers a Bachelor of Science degree in Business Administration with a concentration in Marketing.

Graduates of the program go on to a variety of careers and add value to many types of organizations. They are prepared to meet the challenges of the business world because they have mastered many professional skills needed in the business environment.

Careers awaiting a graduate with the BSBA degree with a concentration in Marketing include:

- Corporate Marketing Executive
- Retail Store Manager
- Sales Consultant
- Production Design
- Logistics Manager
- Sales Representative
- Advertising Director
- Entrepreneur
- Government Agency Executive
- Tourism

Marketing Professors:

- Mr. Oliver Cruz-Milan

Core Business Courses

- ✓ BA 115 Business Information Skills
- ✓ BA 203 Business Statistics
- ✓ BA 209 Math Analysis for Business Decisions
- ✓ BA 210 Business Law I
- ✓ BA 215 Principles of Accounting I
- ✓ BA 216 Principles of Accounting II
- ✓ BA 301 Organization and Management
- ✓ BA 305 Principles of Marketing
- ✓ BA 310 Human Resource Management
- ✓ BA 313 Business Finance
- ✓ BA 420 Senior Seminar

Marketing Concentration Courses

- ✓ BA 335 Consumer Behavior
- ✓ BA 405 Integrated Marketing Communications
- ✓ BA 424 Marketing Management
- ✓ BA 436 Marketing Research
- Any three of the following:
- ✓ BA 309 Retailing
- ✓ BA 311 Professional Selling
- ✓ BA 370 E-Marketing
- ✓ BA 411 Sales Management
- ✓ BA 413 Services Marketing
- ✓ BA 433 Marketing Channels Management
- ✓ BA 442 Global Marketing

WEST VIRGINIA STATE UNIVERSITY

1891

Experience the Power of Education

GENERAL EDUCATION

TIER 1 (18-19 HOURS)

First Year Experience (3 hours)

- G ED 101 First Year Experience

Written Communication I & II (6 hours)

- ENGL 101 English Composition I
- ENGL 102 English Composition II

Oral Communication (3 hours)

- COMM 100 Speech Communication

Mathematics (3 hours)

- MATH 120 College Algebra

Scientific Reasoning* (3-4 hours)

- BIOL 101 Principles of Biology (4 hours)
- BIOL 108 Environmental Biology
- BIOL 110 Economic Biology (4 hours)
- BIOL 120 Fundamentals of Biology (4 hours)
- CHEM 100 Consumer Chemistry
- PHYS 101 Physical Science Survey (3 hours)
- PHYS 102 Physical Science Survey (4 hours)
- PHYS 103 Elements of Physical Science
- PHYS 106 Physical Geology (4 hours)
- PHYS 107 Historical Geology (4 hours)
- PHYS 110 Weather and Climate (4 hours)
- PHYS 111 Energy and the Environment (4 hours)
- PHYS 120 Astronomy (3 hours)
 - PHYS 121 Astronomy Lab (1 hour)

TIER II (17-21 HOURS)

Arts (3 hours)

- ART 101 Introduction to Art
- COMM 170 The Art of the Theater
- MUS 107 Music Appreciation

Humanities (3 hours)

- ART 100 Art Appreciation
- COMM 140 Film Appreciation
- ENGL 150 Introduction to Literature
- MUS 104 American Music A Panorama

History (3 hours)

- HIST 201 World History (to 1660)
- HIST 202 World History (1660 to the Present)
- HIST 207 American History to 1865
- HIST 208 American History from 1865

International Perspectives (6 hours)

- Foreign Language 101
- Foreign Language 102
- COMM 446 International Cinema
- INTS 250 Diversity in Africana Studies
- ENGL 350 World Literature, Classical Era
- ENGL 351 World Literature, Modern Era
- ENGL 440 Interpreting the Holocaust
- FREN 205 France: A View of Changing Culture
- FREN 443 West African Culture
- PHIL 308 World Religions
- POSC 210 International Relations
- POSC 415 Comp. Politics: Arab Middle East
- SOC 305 Birth - Death - Migration
- SP 205 Spain and Its Culture

Natural Science* (3-4 hours)

- All courses listed under Scientific Reasoning category in Tier I

Social Science (3 hours)

- BA 210 Business Law I
- BA 312 Personal Finance
- ECON 101 American Economy
- POSC 100 Introduction to Government and Politics
- POSC 101 American National Government
- PYSC 151 General Psychology
- SOC 101 Introduction to Sociology
- SOC 305 Birth, Death, and Migration

Wellness (2 hours)

- HHP122 Fitness for Living
- HHP157 Healthy Living

*Courses taken for Scientific Reasoning (Tier I) and Natural Science (Tier II) must be different courses.

For a complete listing of courses that qualify for general education, see the latest WVSU Catalog

Cognates (9 hours)

- ECON 201 Principles of Macro Economics
- ECON 202 Principles of Micro Economics
- ENGL 204 Writing for Business