



University of Hawai'i at Mānoa
Shidler College of Business Administration Program Sheet 2012-2013
Bachelor of Business Administration (BBA) in Marketing
Admissions: Min. Criteria Process: Declaration
Min. Total Credits: 120 (109 in core & major + 11 in electives)

UHM General Education Core Requirements
Foundations
<input type="checkbox"/> FW
<input type="checkbox"/> FS
<input type="checkbox"/> FG (A / B / C)
<input type="checkbox"/> FG (A / B / C)
Diversification
<input type="checkbox"/> DA / DH / DL
<input type="checkbox"/> DA / DH / DL
<input type="checkbox"/> DB
<input type="checkbox"/> DP
<input type="checkbox"/> DY
<input type="checkbox"/> DS
<input type="checkbox"/> DS
<i>* See degree, college and major requirements for courses that can also fulfill these.</i>
UHM Graduation Requirements
Focus
<input type="checkbox"/> H
<input type="checkbox"/> E (300+)
<input type="checkbox"/> O (300+)
<input type="checkbox"/> W
<input type="checkbox"/> W
<input type="checkbox"/> W
<input type="checkbox"/> W (300+)
<input type="checkbox"/> W (300+)
Hawaiian / Second Language - complete <u>one</u> option
<input type="checkbox"/> Four semesters of one language (202 equivalent)
<input type="checkbox"/> Four semesters of culture courses (single culture group)
<input type="checkbox"/> A mix of language and culture courses (4 courses)
<input type="checkbox"/> Take 12 credits on Study Abroad in Fall or Spring
Credit Minimums
• 120 total applicable
• 30 in residence at UHM
• 45 upper division (300+ level) credits
Grade Point Average
• 2.0 cumulative or higher (<i>Note: Other GPAs may be required</i>)
• Good academic standing

College Requirements
Admission Requirements
• 55 credits
• 2.5 cumulative GPA
• Computer competency: ICS 101 or equivalent
• 2.5 GPA in Pre-Business Core Courses; no grade C- or lower
Computer Competency
<input type="checkbox"/> ICS 101 or equivalent (C, not C-, grade or better)
Pre-Business Core Courses
<input type="checkbox"/> ACC 201
<input type="checkbox"/> ACC 202
<input type="checkbox"/> NREM 203, BUS 250, MATH 203, 215, 241, or 251A (any can also fulfill FS)
<input type="checkbox"/> ECON 130*DS
<input type="checkbox"/> ECON 131*DS
<input type="checkbox"/> ENG 100*FW, ELI 100*FW, ENG 190*FW, or ENG 200
<input type="checkbox"/> COMG 151*DA or 251*DA
Additional Required Course
<input type="checkbox"/> PSY 100*DS or SOC 100*DS
Credit Minimums
• 24 credits of 300+ level business courses at UHM
• 9 credits in major at UHM
Grade Point Average
• 2.0 business core/major
Important Notes
• All Shidler College of Business admission requirements and application must be completed the semester before you plan on entering the college.
• The fall 2012 UH Manoa Grade Replacement Policy will not be applicable towards admission into Shidler College of Business. All repeated courses/grades will be factored into the cumulative & pre-business grade point average in determining admissibility.
• Refer to www.shidler.hawaii.edu/undergraduate for admission details.

This program sheet was prepared to provide information and does not constitute a contract. Meet regularly with your department's undergraduate advisor to ensure you are on track with your major requirements.

Major Requirements for BBA in Marketing

Admission: Open

Application: NA

Min. major credits: 51 (64 with related requirements)

Requirements

Business Core Courses (24 credits)

BLAW 200

BUS 310

BUS 311

BUS 312

BUS 313

BUS 314

BUS 315

BUS 345

Business Communication Course (3 credits)

BUS/ENG 209, ENG 306, or ENG 307

Upper Division Elective Courses (9 credits)

non-business 300+ level course

non-major or non-business 300+ level course

non-major or non-business 300+ level course

International Business Elective Course (see department for approved list)

_____ (may overlap with upper division or major elective)

Marketing Core Courses (9 credits)

MKT 311

MKT 321

MKT 391

Marketing Elective Courses (6 credits)

Two of the following:

MKT 331

MKT 332

MKT 341

MKT 351

MKT 352

MKT 361

MKT 362

MKT 363

MKT 372

MKT 381

MKT 410

MKT 411

Notes

Shidler College of Business Office of Student Academic Services: (808) 956-8215; business@hawaii.edu

Refer to www.shidler.hawaii.edu/undergraduate for details.