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| UHM General Education Core Requirements |
|  |
| Foundations |
| * FW ENG 100, 100A, 190, ESL 100, or AMST 111 |
| * FQ\* NREM 203, BUS 250, MATH 203, 215, 241, or 251A |
| * FG (A / B / C) |
| * FG (A / B / C) |
| *\*Note: This requirement changed in Fall 2018. If you entered the UH System prior to that, please see your college/school advisor.* |
| Diversification |
| * DA COMG 151 or 251 |
| * DH / DL |
| * DB |
| * DP |
| * DY |
| * DS ECON 130, 131 |
| * DS PSY 100 or SOC 100 (Prerequisite for BUS 315) |
| *\* See degree, college and major requirements for courses that can also fulfill these.* |
| **UHM Graduation Requirements** |
|  |
| Focus |
| * H |
| * E (300+) |
| * O (300+) |
|  |
| * W |
| * W |
| * W |
| * W (300+) |
| * W (300+) |
|  |
| Hawaiian / Second Language – complete one option |
| * Four semesters of one language (202 equivalent) |
| * Four semesters of culture courses (single culture group) |
| * A mix of language and culture courses (4 courses) |
| * 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 *(Note: Other GPAs may be required)* |
| * Good academic standing |

*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.*

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| College Requirements |
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| Admission Requirements |
| * 60 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** |
| * ICS 101, LTEC 112 and 113, or equivalent (C, not C-, grade or better) |
|  |
| **Pre-Business Core Courses** |
| * ACC 201 |
| * ACC 202 |
| * NREM 203, BUS 250, MATH 203, 215, 241, or 251A (any can also fulfill FQ) |
| * ECON 130DS |
| * ECON 131DS |
| * ENG 100FW, ESL 100FW, ENG 190FW, or ENG 200 |
| * COMG 151DA or 251DA |
|  |
| **Credit Minimums** |
| * 24 credits of 300+ level business courses at UHM after admission |
| * 9 credits in major at UHM |
|  |
| **Grade Point Average (After Admission)** |
| * 2.0 business core/major |
| * C- or better required in all upper division business courses |
|  |
| **Important Notes** |
| * All Shidler College of Business admission requirements and application must be completed the **semester before** you plan on entering the college. |
| * If courses are repeated, then all non-UH Mānoa grades will be factored into the cumulative and pre-business GPA calculation. Starting Fall 2012, UH Mānoa Grade Replacement Policy will be in effect for any repeated UH Mānoa courses. |
| * Refer to [www.shidler.hawaii.edu/undergraduate](http://www.shidler.hawaii.edu/undergraduate) for admission details. |

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| **Major Requirements for BBA in Marketing** |
| Admission: Open (must be admitted to Shidler College of Business-see Admission Requirements on page 1) |
| Application: Deadline = Fall: March 1st (priority), April 1st (final); Spring: October 1st (priority), November 1st (final) |
| Min. major credits: 51 (76 with related requirements) |
|  |
| **Requirements** |
| **Business Core Courses (24 credits)** |
| ❑ BLAW 200 |
| ❑ BUS 310 |
| ❑ BUS 311 |
| ❑ BUS 312 (prerequisite for MKT majors) |
| ❑ 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 (BUS 395 recommended) |
|  |
| **International Business Elective Course (see department for approved list)** |
| ❑ MKT 381\*\*\_\_\_\_\_\_\_ (may overlap with upper division or major elective) |
|  |
| **Marketing Core Courses (9 credits)** |
| ❑ MKT 311 |
| ❑ MKT 321 |
| ❑ MKT 391\* (MKT 311 and 321 prerequisite) |
| \*Writing intensive |
| \*\*Offered with IB focus |
|  |
| **Marketing Elective Courses (6 credits)** |
| **Two** of the following:  ❑ MKT 331 ❑ MKT 332 ❑ MKT 341 ❑ MKT 352 ❑ MKT 361 (IB)\*\* ❑ MKT 362 ❑ MKT 363 ❑ MKT 372 ❑ MKT 381 (IB)\*\* ❑ MKT 410 ❑ MKT 411B |
|  |
| **Notes** |
| Shidler College of Business Office of Student Academic Services: (808) 956-8215; [business@hawaii.edu](mailto:business@hawaii.edu)  Refer to [www.shidler.hawaii.edu/undergraduate](http://www.shidler.hawaii.edu/undergraduate) for details. |

Rev. RB 11/17