



University of Hawai'i at Mānoa
Shidler College of Business Administration Program Sheet 2013-2014
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
* See degree, college and major requirements for courses that can also fulfill these.	
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 one 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	
<input type="checkbox"/>	120 total applicable
<input type="checkbox"/>	30 in residence at UHM
<input type="checkbox"/>	45 upper division (300+ level) credits
Grade Point Average	
<input type="checkbox"/>	2.0 cumulative or higher (<i>Note: Other GPAs may be required</i>)
<input type="checkbox"/>	Good academic standing

College Requirements	
Admission Requirements	
<input type="checkbox"/>	55 credits
<input type="checkbox"/>	2.5 cumulative GPA
<input type="checkbox"/>	Computer competency: ICS 101B or equivalent
<input type="checkbox"/>	2.5 GPA in Pre-Business Core Courses; no grade C- or lower
Computer Competency	
<input type="checkbox"/>	ICS 101B 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	
<input type="checkbox"/>	24 credits of 300+ level business courses at UHM after admission
<input type="checkbox"/>	9 credits in major at UHM
Grade Point Average	
<input type="checkbox"/>	2.0 business core/major
<input type="checkbox"/>	C- or better required in all business courses
Important Notes	
<input type="checkbox"/>	All Shidler College of Business admission requirements and application must be completed the semester before you plan on entering the college.
<input type="checkbox"/>	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.
<input type="checkbox"/>	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 (BUS 395 recommended)

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:

- | | | | |
|----------------------------------|----------------------------------|----------------------------------|-----------------------------------|
| <input type="checkbox"/> MKT 331 | <input type="checkbox"/> MKT 332 | <input type="checkbox"/> MKT 341 | <input type="checkbox"/> MKT 351 |
| <input type="checkbox"/> MKT 352 | <input type="checkbox"/> MKT 361 | <input type="checkbox"/> MKT 362 | <input type="checkbox"/> MKT 363 |
| <input type="checkbox"/> MKT 372 | <input type="checkbox"/> MKT 381 | <input type="checkbox"/> MKT 410 | <input type="checkbox"/> MKT 411B |

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.