



University of Hawai'i at Mānoa
Shidler College of Business Administration Program Sheet 2014-2015
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
<ul style="list-style-type: none"> • 120 total applicable • 30 in residence at UHM • 45 upper division (300+ level) credits
Grade Point Average
<ul style="list-style-type: none"> • 2.0 cumulative or higher (<i>Note: Other GPAs may be required</i>) • Good academic standing

College Requirements
Admission Requirements
<ul style="list-style-type: none"> • 55 credits • 2.5 cumulative GPA • Computer competency: ICS 101B or equivalent • 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 Course
<input type="checkbox"/> PSY 100 ^{DS} or SOC 100 ^{DS} (Prerequisite for BUS 315)
Credit Minimums
<ul style="list-style-type: none"> • 24 credits of 300+ level business courses at UHM after admission • 9 credits in major at UHM
Grade Point Average
<ul style="list-style-type: none"> • 2.0 business core/major • C- or better required in all business courses
Important Notes
<ul style="list-style-type: none"> • 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 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.