

## University of Hawai'i at Mānoa Shidler College of Business Administration Program Sheet 2015-2016 **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 College Requirements Foundations** ☐ FW ENG 100, 100A, 190, or ESL 100 □ FS NREM 203, BUS 250, MATH 203, 215, 241, or 251A $\Box$ FG (A/B/C) ☐ FG (A / B / C) 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 □ н □ E (300+) □ O (300+) □ W $\square$ 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

S 1
Admission Requirements
• 60 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
☐ ICS 101B 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 FS)
ECON 130 <sup>DS</sup>
□ ECON 131 <sup>DS</sup>
☐ ENG 100 <sup>FW</sup> , ESL 100 <sup>FW</sup> , ENG 190 <sup>FW</sup> , or ENG 200 ☐ COMG 151 <sup>DA</sup> or 251 <sup>DA</sup>
☐ COMG 151 <sup>DA</sup> or 251 <sup>DA</sup>
Credit Minimums
• 24 credits of 300+ level business courses at UHM after
admission
9 credits in major at UHM
Grade Point Average
• 2.0 business core/major
C- or better required in all 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 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.

Admission: Open Application: NA Min. major credits: 51 (64 with related requirements)    Requirements	Major Requirements for B	BA in Marketing			
Min. major credits: 51 (64 with related requirements)	Admission: Open				
Requirements	Application: NA				
Requirements	Min. major credits: 51 (64 w	ith related requirement	ts)		
Business Core Courses (24 credits)					
BLAW 200	Requirements				
BUS 310	<b>Business Core Courses (24</b>	credits)			
BUS 311	□ BLAW 200				
□ BUS 312 □ 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) □	□ BUS 310				
BUS 313	□ BUS 311				
□ 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 (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* *Writing intensive  Marketing Elective Courses (6 credits)  Two of the following: □ MKT 331 □ MKT 332 □ MKT 341 □ MKT 352 □ MKT 361 □ MKT 362 □ MKT 363 □ MKT 372 □ MKT 361 □ MKT 362 □ MKT 363 □ MKT 372 □ MKT 381 (IB) □ MKT 410 □ MKT 411B	□ BUS 312				
Business Communication Course (3 credits)  Business Communication Course (3 credits)  Business Communication Course (9 credits)  Inon-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*  *Writing intensive  Marketing Elective Courses (6 credits)  Two of the following:  MKT 331  MKT 332  MKT 331  MKT 332  MKT 361  MKT 362  MKT 363  MKT 372  MKT 381 (IB)  MKT 381 (IB)  MKT 410  MKT 411B  Notes  Shidler College of Business Office of Student Academic Services: (808) 956-8215; business@hawaii.edu	□ BUS 313				
Business Communication Course (3 credits)  Business Communication Course (3 credits)  Business Google Business Google Business Gredits)  Inon-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*  *Writing intensive  Marketing Elective Courses (6 credits)  Two of the following:  MKT 331  MKT 331  MKT 332  MKT 361  MKT 362  MKT 363  MKT 372  MKT 381 (IB)  Notes  Shidler College of Business Office of Student Academic Services: (808) 956-8215; business @hawaii.edu	□ BUS 314				
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 (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 321 MKT 391*  *Writing intensive  Marketing Elective Courses (6 credits)  Two of the following: MKT 331 MKT 331 MKT 332 MKT 361 MKT 362 MKT 363 MKT 372 MKT 381 (B) MKT 381 (B) MKT 381 (B) MKT 410 MKT 411B	□ BUS 315				
□ 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 (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*  *Writing intensive  Marketing Elective Courses (6 credits)  Two of the following: □ MKT 331 □ MKT 332 □ MKT 341 □ MKT 352 □ MKT 361 □ MKT 362 □ MKT 363 □ MKT 372 □ MKT 381 (IB) □ MKT 410 □ MKT 411B	☐ BUS 345				
□ 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 (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*  *Writing intensive  Marketing Elective Courses (6 credits)  Two of the following: □ MKT 331 □ MKT 332 □ MKT 341 □ MKT 352 □ MKT 361 □ MKT 362 □ MKT 363 □ MKT 372 □ MKT 381 (IB) □ MKT 410 □ MKT 411B					
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*   *Writing intensive   Warketing Elective Courses (6 credits)   MKT 331   MKT 332   MKT 341   MKT 352   MKT 361   MKT 362   MKT 363   MKT 372   MKT 361   MKT 362   MKT 363   MKT 372   MKT 381 (IB)   MKT 410   MKT 411B	<b>Business Communication C</b>	Course (3 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*  *Writing intensive  Marketing Elective Courses (6 credits)  Two of the following: MKT 331  MKT 332  MKT 341  MKT 352  MKT 361  MKT 362  MKT 363  MKT 372  MKT 381 (IB)  MKT 381 (IB)  Notes  Shidler College of Business Office of Student Academic Services: (808) 956-8215; business@hawaii.edu	☐ BUS/ENG 209, E	NG 306, or ENG 307			
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*  *Writing intensive  Marketing Elective Courses (6 credits)  Two of the following: MKT 331  MKT 332  MKT 341  MKT 352  MKT 361  MKT 362  MKT 363  MKT 372  MKT 381 (IB)  MKT 381 (IB)  Notes  Shidler College of Business Office of Student Academic Services: (808) 956-8215; business@hawaii.edu		·			
□ 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*  *Writing intensive  Marketing Elective Courses (6 credits)  Two of the following: □ MKT 331 □ MKT 332 □ MKT 341 □ MKT 352 □ MKT 361 □ 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	<b>Upper Division Elective Co</b>	ourses (9 credits)			
□ 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*  *Writing intensive  Marketing Elective Courses (6 credits)  Two of the following: □ MKT 331 □ MKT 332 □ MKT 341 □ MKT 352 □ MKT 361 □ 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	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	non-major or non	-business 300+ level co	ourse		
(may overlap with upper division or major elective)    Marketing Core Courses (9 credits)   MKT 311	non-major or non	-business 300+ level co	ourse (BUS 395 recomme	nded)	
(may overlap with upper division or major elective)    Marketing Core Courses (9 credits)   MKT 311			·	·	
	International Business Elec	ctive Course (see depa	artment for approved list	t)	
MKT 311					
MKT 311			v		
MKT 311	<b>Marketing Core Courses (9</b>	credits)			
*Writing intensive  Marketing Elective Courses (6 credits)  Two of the following:  MKT 331  MKT 332  MKT 341  MKT 352  MKT 361  MKT 362  MKT 363  MKT 372  MKT 381 (IB)  MKT 410  Notes  Shidler College of Business Office of Student Academic Services: (808) 956-8215; business@hawaii.edu		,			
*Writing intensive  Marketing Elective Courses (6 credits)  Two of the following:  MKT 331	☐ MKT 321				
Marketing Elective Courses (6 credits)  Two of the following:  ☐ MKT 331 ☐ MKT 332 ☐ MKT 341 ☐ MKT 352 ☐ MKT 361 ☐ 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	☐ MKT 391*				
Marketing Elective Courses (6 credits)  Two of the following:  MKT 331 MKT 332 MKT 341 MKT 352  MKT 361 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	*Writing intensive				
Two of the following:         □ MKT 331       □ MKT 332       □ MKT 341       □ MKT 352         □ MKT 361       □ 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; <a href="mailto:business@hawaii.edu">business@hawaii.edu</a>					
Two of the following:         □ MKT 331       □ MKT 332       □ MKT 341       □ MKT 352         □ MKT 361       □ 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; <a href="mailto:business@hawaii.edu">business@hawaii.edu</a>	<b>Marketing Elective Course</b>	s (6 credits)			
□ MKT 331 □ MKT 332 □ MKT 341 □ MKT 352 □ MKT 361 □ 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					
□ MKT 381 (IB) □ MKT 410 □ MKT 411B  Notes  Shidler College of Business Office of Student Academic Services: (808) 956-8215; business@hawaii.edu		☐ MKT 332	☐ MKT 341	☐ MKT 352	
Notes Shidler College of Business Office of Student Academic Services: (808) 956-8215; business@hawaii.edu	☐ MKT 361	☐ MKT 362	☐ MKT 363	☐ MKT 372	
Shidler College of Business Office of Student Academic Services: (808) 956-8215; business@hawaii.edu	☐ MKT 381 (IB)	☐ MKT 410	☐ MKT 411B		
Shidler College of Business Office of Student Academic Services: (808) 956-8215; business@hawaii.edu					
			Notes		
Refer to www.shidler.hawaii.edu/undergraduate for details.				ousiness@hawaii.edu	
	Refer to www.shidler.hawaii.ed	lu/undergraduate for deta	ils.		