

MARKETING, BAS

In order to properly serve graduates from community colleges and technical schools, the marketing discipline offers a Bachelor of Applied Science (B.A.S.) degree. The B.A.S. degree program in Marketing will provide opportunities for individuals who have completed Associate of Applied Science (A.A.S.) or Associate of Science (A.S.) degree programs to achieve a bachelor's degree with somewhat reduced course requirements when compared to a student who has not achieved any of the two-year degrees or diplomas.

Degree Requirements

- Completion of the SMSU's Liberal Education Program
 - a. Minnesota Transfer Curriculum (MnTC) from any MnSCU campus, and
 - b. SMSU Liberal Education Graduation Requirements.
- A minimum of 30 semester credit hours through Southwest Minnesota State University.
- A minimum of 40 semester credit hours at the 300 or 400 level.
- The requirements for an approved B.A.S. major.
- A cumulative GPA of at least 2.0 for courses taken while enrolled at SMSU.

Major Requirements

Code	Title	Credits
Basic Courses		
ACCT 211	Principles of Accounting I	3
ACCT 212	Principles of Accounting II	3
ECON 201	Principles of Microeconomics	3
ECON 202	Principles of Macroeconomics	3
FIN 230	Business Statistics I	3
MGMT 221	Computer Concepts and Applications	3
Upper Division Marketing Courses		
MKTG 301	Principles of Marketing	3
MKTG 331	Principles of Selling	3
MKTG 381	Advertising Management	3
MKTG 421	Business-to-Business Marketing	3
MKTG 441	Marketing Research	3
MKTG 491	Strategic Marketing Management	3
MKTG 495	Senior Examination	0
Business Courses		
BLAW 305	Business Law I: Legal Environment and Contract Law	3
FIN 350	Managerial Finance	3
MGMT 300	Management Principles	3
Electives		
Select 15 credits of the following:		15
ECON 470	International Business & Economics	
MGMT 422	Prod & Oper Management	
MGMT 456	Organizational Behavior and Theory	
MGMT 460	Leadership and Team Management	
MKTG 321	Retail Management	
MKTG 351	e-Marketing	
MKTG 391	Consumer Behavior	

MKTG 411	Integrated Marketing Communications (IMC)
MKTG 431	Sales Management
MKTG 442	Creativity and Innovation
MKTG 452	Social Media Marketing
MKTG 461	Entrepreneurial Marketing
MKTG 471	International Marketing ¹
MKTG 481	Business Negotiation
Total Credits	60

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MKTG 471 International Marketing (3 cr.) can only count as an elective if ECON 470 International Business & Economics (3 cr.) or MGMT 440 International Management (3 cr.) are taken in the Required Business core classes area.

The following limitations also apply:

1. No more than 6 SCH of courses numbered 059-099 and no SCH courses numbered 001-049 shall count toward graduation.
2. No more than 10 SCH of credit/no credit courses outside the student's major shall count toward graduation.
3. If any course in Category A has already been taken as part of the A.A.S. or A.S. requirements, a course from the elective category must be substituted.
4. The total of all categories must be at least 42 semester credit hours.
5. The student will decide, with the approval of his or her advisor, on all actual elective courses to be taken.
6. Final approval of a student's degree program shall rest with the Marketing advisor and the department.

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