



2025-2026 CURRICULUM WORKSHEET

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

MARKETING

GENERAL EDUCATION: CORE COMPETENCIES (9-12 SH)

Course	Title	GR	SH
ENGL 1550 OR ENGL 1549	Writing 1 OR Writing 1 w/support		3-4
ENGL 1551	Writing 2		3
MATH 2623 OR MAHT 2623C	Quantitative Reasoning OR Quantitative Reasoning w/coreq.		3-5

Other approved Math courses for business: MATH 1510, 1510c, 2623, 2623c, 1552 OR 1571. Math and English courses must be completed with a grade of "C" or higher and cannot be taken CR/NC.

ARTS & HUMANITIES (6 SH)

Arts & Hum			3
Arts & Hum			3

NATURAL SCIENCES (7 SH)

**Two different science courses, ONE must be taken with a lab*

Nat. Science			3
Lab Science			3, 1

SOCIAL SCIENCES (6 SH) **A grade of a "C" or higher is required in ECON 2610 and ECON 2630; these courses CANNOT be taken CR/NC*

ECON 2610	Principles 1: Microeconomics <i>*REQUIRED</i>		3
ECON 2630	Principles 2: Macroeconomics <i>*REQUIRED</i>		3

GENERAL EDUCATION ELECTIVES (9 SH)

Gen. Educ.			3
Gen. Educ.			3
Gen. Educ.			3

BUSINESS TOOL COURSES (15 SH) **a grade of a "C" or higher is required in all Business Tool Courses, and they CANNOT be taken CR/NC*

ACCT 2602	Financial Accounting		3
ACCT 2603	Managerial Accounting		3
BUS 1500	Foundation of Business		3
BUS 2600	Business Applications of Microsoft Excel		3
BUS 2610	Collaborating, Writing, & Present. in Bus.		3

This curriculum worksheet is for students starting the BSBA degree fall 2025 and after. Students who began the program before fall 2025 may be under a different curriculum. Please consult with your [WCBA Academic Advisor](#).

Students will be held accountable for all course prerequisites and degree requirements established in the [YSU Course Catalog](#).

A grade of a "C" or higher is required in all business courses; business courses CANNOT be taken CR/NC. A minimum 2.5 overall GPA is a prerequisite for all Upper-Division business courses and is required for degree completion.

BUSINESS CORE COURSES (25 SH)

Course	Title	GR	SH
BUS 3700	Business Analytics		3
BUS 3710	Data Visualization with Tableau		3
BUS 3715	Principles of International Business		3
*FIN 3720	Business Finance		3
*MGT 3725	Fundamentals of Management		3
MGT 3761	Management Information Systems		3
MGT 3789	Operations Management		3
*MKTG 3702	Business Professionalism		1
*MKTG 3703	Marketing Concepts & Practice		3

SENIOR CAPSTONE (3 SH)

MGT 4850	STRATEGIC MANAGEMENT Graduating Seniors ONLY <i>*prerequisites for MGT 4850</i>		3
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MARKETING MAJOR REQUIREMENTS (9 SH)

MKTG 3726	Consumer Behavior		3
MKTG 4815	Marketing Research & Analytics		3
MKTG 4825	Marketing Management		3

MARKETING CONCENTRATION REQUIREMENTS (12 SH)

MKTG 3720 OR MKTG 3750	Business-to-Business Marketing OR Product and Brand Management		3
MKTG 4811	Digital Marketing <i>*spring only</i>		3
UP MKTG/ADV			3
UP MKTG/ADV			3

UPPER-DIVISION BUSINESS COURSES (12 SH)

			3
			3
			3
			3

FREE ELECTIVES (4-7 SH) **hours will vary based on what is needed for 120 SH*

YSU 1500/1500S Success Seminar OR HONR 1500 Intro to Honors			1-2

TOTAL HOURS

120



2025-2026 SUGGESTED PLAN FOR GRADUATION

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

MARKETING

YEAR 1, FALL SEMESTER

Course	Title	SH
YSU 1500/S OR HNRS 1500	Success Seminar OR Intro to Honors	1-2
ENGL 1550 OR ENGL 1549	Writing 1 OR Writing 1 with Support	3-4
BUS 1500	Foundations of Business	3
MATH 2623 OR MATH 2623C	Quantitative Reasoning OR Quantitative Reasoning with Coreq.	3-5
GE Arts & Humanities		3
TOTAL HOURS		13-17

YEAR 1, SPRING SEMESTER

Course	Title	SH
ENGL 1551	Writing 2	3
ECON 2610	Principles 1 Microeconomics	3
BUS 2610	Collaborating, Writing, & Presenting in Bus.	3
GE Arts & Humanities		3
GE Elective		3
TOTAL HOURS		15

YEAR 2, FALL SEMESTER

Course	Title	SH
ECON 2630	Principles 2 Macroeconomics	3
ACCT 2602	Financial Accounting	3
BUS 2600	Business Applications of Microsoft Excel	3
GE Elective		3
GE Lab Science		3, 1
<i>*Get Involved in the American Marketing Association (AMA)</i>		
TOTAL HOURS		16

YEAR 2, SPRING SEMESTER

Course	Title	SH
MKTG 3703	Marketing Concepts & Practice	3
MKTG 3726	Consumer Behavior	3
MKTG 3702	Business Professionalism	1
ACCT 2603	Managerial Accounting	3
GE Elective		3
Upper-Division Business Course		3
TOTAL HOURS		16

YEAR 3, FALL SEMESTER

Course	Title	SH
MKTG 3720 OR MKTG 3750	Business-to-Business Marketing OR Product and Brand Management	3
MGT 3725	Fundamentals of Management	3
FIN 3720	Business Finance	3
Upper-Division Business Course		3
GE Natural Science		3
TOTAL HOURS		15

YEAR 3, SPRING SEMESTER

Course	Title	SH
MKTG 4811	Digital Marketing	3
BUS 3700	Business Analytics	3
Upper-Division Marketing or Advertising Course <i>*Internship Recommended</i>		3
Upper-Division Business Course		3
Free Elective		1
TOTAL HOURS		13

YEAR 4, FALL SEMESTER

Course	Title	SH
MKTG 4815	Marketing Research & Analytics	3
BUS 3715	Principles of International Business	3
BUS 3710	Data Visualization with Tableau	3
MGT 3761	Management Information Systems	3
Upper-Division Marketing or Advertising Course		3
TOTAL HOURS		15

YEAR 4, SPRING SEMESTER

Course	Title	SH
MKTG 4825	Marketing Management	3
MGT 3789	Operations Management	3
MGT 4850	Strategic Management	3
Upper-Division Business Course		3
Free Electives		1-5
TOTAL HOURS		13-17

This guide is for planning purposes only and is intended to illustrate how the BSBA degree can be completed in four years. The plan is subject to change based on the completion of prerequisite courses, hours earned, and course offerings. The plan is based on the [2025-2026 academic catalog](#). Students who started the degree before fall 2025 should consult a [WCBA Academic Advisor](#).