



Business or dual Business major. Courses taken in a concentration are considered as business electives in the context of the requirements of the B.S.B.A. Majors may declare either the marketing concentration or the marketing minor, but not both. A GPA of 2.0 must be maintained. Only courses with a grade of C- or better will count.

**Marketing (15 credits)**

Choose 4 courses from the following:

<input type="checkbox"/>	BS 311 Advertising	3.0	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	BS 316 International Marketing	3.0	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	BS 342 Digital Marketing	3.0	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	BS 357 Public Relations	3.0	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	BS 360 Consumer Behavior	3.0	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	BS 414 Supply Chain Management	3.0	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	BS 415 Sales Management	3.0	<input type="checkbox"/>	<u>BA 172 Sales</u>
<input type="checkbox"/>	ES 311 Intermediate Microeconomics	3.0	<input type="checkbox"/>	<input type="checkbox"/>

Choose 1 capstone course from the following:

<input type="checkbox"/>	BS 442 Cases in Marketing Management	3.0
<input type="checkbox"/>	BS 483 Marketing Strategy	3.0

**Human Resources (15 credits)**

Choose 5 courses from the following:

<input type="checkbox"/>	BS 321 Industrial Psychology	3.0	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	BS 340 Public Administration	3.0	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	BS 355 Organizational Behavior	3.0	<input type="checkbox"/>	<u>BA 282 Organizational Behavior</u>
<input type="checkbox"/>	BS 356 Organizational Leadership	3.0	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	BS 362 Negotiations	3.0	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	BS 372 Training and Development	3.0	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	BS 410 Human Resource Management	3.0	<input type="checkbox"/>	<u>BA 284 Human Resources Management</u>
<input type="checkbox"/>	BS 496 Human Resource Practicum	3.0	<input type="checkbox"/>	<input type="checkbox"/>

**International Business (15 credits)**

<input type="checkbox"/>	BS456 Cases in International Business	3.0	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Choose four (4) courses from the following:		<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	BS313 International Business	3.0	<input type="checkbox"/>	<u>BA 288 Introduction to International Business</u>
<input type="checkbox"/>	BS315 Culture in International Business	3.0	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	BS316 International Marketing	3.0	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	BS397 Field Experience in International/Global Business (min. 3 credits)	3 or more	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	BS455 International Finance	3.0	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	BS490 Study Away Business Experience	3.0	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	ES342 International Economics	3.0	<input type="checkbox"/>	<input type="checkbox"/>

Please Note: Aquinas College reserves the right to change, modify or amend the above-stated requirements and/or courses in its sole discretion and without prior notice.

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