

# Bachelor of Business Administration in Marketing

(available on-campus & online)

## Seward Community College

Associate of Science

### General Education Courses:

<input type="checkbox"/> College Orientation Elective	_____	1
<input type="checkbox"/> Concepts of Health & Wellness	_____	1
<input type="checkbox"/> English Composition I*	_____	3
<input type="checkbox"/> English Composition II*	_____	3
<input type="checkbox"/> Public Speaking*	_____	3
<input type="checkbox"/> Intro to Computer Concepts & Applications*	_____	3
<input type="checkbox"/> College Algebra*	_____	3
<input type="checkbox"/> Biological Science Elective w/ Lab^	_____	5
<input type="checkbox"/> Humanities Elective^	_____	3
<input type="checkbox"/> Humanities Elective^	_____	3
<input type="checkbox"/> Social & Behavioral Science Elective^	_____	3
<input type="checkbox"/> Principles of Microeconomics*	_____	3

### Core & Elective Courses:

<input type="checkbox"/> Principles of Macroeconomics*	_____	3
<input type="checkbox"/> Introduction to Business	_____	3
<input type="checkbox"/> Business Law	_____	3
<input type="checkbox"/> Accounting I*	_____	3
<input type="checkbox"/> Accounting II*	_____	3
<input type="checkbox"/> Managerial Accounting*	_____	3
<input type="checkbox"/> Elementary Statistics*	_____	3
<input type="checkbox"/> Business Calculus	_____	4
<input type="checkbox"/> <b>OR</b> Analytic Geometry/Calculus I	_____	3
<input type="checkbox"/> Physical Science Elective w/ Lab^	_____	5

**Total Credit Hours 64**

^Electives must meet the [Transfer & Articulation Agreement](#) requirements.

\*Must complete these specific courses with at least a 2.25 GPA:  
*English Composition I & II, Public Speaking, Intro to Computer Applications, College Algebra, Principles of Microeconomics, Principles of Macroeconomics, Accounting I & II, Managerial Accounting, and Elementary Statistics.*

## Fort Hays State University

Bachelor of Business Administration in Marketing

### General Education Courses:

<input type="checkbox"/> Humanities Elective^	_____	3
<input type="checkbox"/> Social & Behavioral Science Elective^	_____	3
<input type="checkbox"/> Upper Division Integrative Course Elective^	_____	3

### Major Courses:

<input type="checkbox"/> Business Communication+	_____	3
<input type="checkbox"/> Managerial Finance*	_____	3
<input type="checkbox"/> Management Principles+	_____	3
<input type="checkbox"/> Production & Operations Management+	_____	3
<input type="checkbox"/> Business Policy*	_____	3
<input type="checkbox"/> Marketing Principles*	_____	3
<input type="checkbox"/> Consumer Behavior	_____	3
<input type="checkbox"/> Marketing Research	_____	3
<input type="checkbox"/> International Marketing	_____	3
<input type="checkbox"/> Marketing Strategy	_____	3

### Marketing-Related Electives:°

<input type="checkbox"/> _____	_____	3
<input type="checkbox"/> _____	_____	3
<input type="checkbox"/> _____	_____	3

### Concentration Electives:°

*Concentration Options: Business Development & Sales, Digital Marketing, or No Concentration*

<input type="checkbox"/> _____	_____	3
<input type="checkbox"/> _____	_____	3
<input type="checkbox"/> _____	_____	3
<input type="checkbox"/> _____	_____	3

**Total Credit Hours 60**

^Electives must meet the [Transfer & Articulation Agreement](#) requirements.

°Students will work closely with their academic advisor to select appropriate major and concentration electives. Course options listed at: <https://www.fhsu.edu/appliedbusiness/BBA-Marketing/>

\*To enroll in this course, students must meet the following requirements:  
1) achieve junior standing by completing a minimum of 60 hours;  
2) complete the courses marked with an asterisks (\*) with at least a 2.25 grade point average.

**Total Credit Hours Taken: 124**

**Last Updated on 11/21/2017**



**FORT HAYS STATE UNIVERSITY**

*Forward thinking. World ready.*

**Department of Applied Business Studies**

600 Park Street | Hays, Kansas 67601

785.628.4772 | abs@fhsu.edu

www.fhsu.edu/appliedbusiness

Student Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Transfer Guide

**Seward County Community College** and **Fort Hays State University** have partnered to offer this Transfer Guide for students wishing to pursue Marketing. Students are encouraged to work with their advisor to ensure a smooth transition to FHSU. Completion of this degree prepares students for marketing careers in multiple industries across the private sector, government, and education.

Students are required to successfully finish the curriculum listed on this guide and to meet any college, university, and/or state requirements for degree completion. Program degree requirements are subject to changes on the basis of program improvement and to meet state licensure requirements. All students must adhere to the following guidelines:

- ❖ If transition to FHSU occurs before 45 hours are complete, the student may be subject to additional course requirements.
- ❖ 60 credit hours with a passing grade must be earned from a regionally accredited baccalaureate degree-granting institution.
- ❖ 30 credit hours with a passing letter grade of A, B, C, or D for a bachelor's degree must be taken from Fort Hays State University. Pass/No credit or Credit (CR) does not count towards the 30 semester hours.
- ❖ 45 credit hours in upper-division courses numbered 300 and above are required for graduation.

Bachelor of Business Administration (BBA) majors planning to enroll in upper-division business core courses (courses numbered 300 and above) must satisfy the following requirements:

- ❖ Achieve junior standing by completing a minimum of 60 semester hours.
- ❖ Complete the following 10 specific courses with at least a 2.25: ACCT 203, ACCT 204, ECON 201, ECON 202, ENG 101, ENG 102, COMM 100, MATH 110, MATH 250, and INF 101.

## Admission Procedures

Prior to enrolling at FHSU, students should apply for admission to FHSU. Please review the links below for information on the admission requirements and the application for admission to FHSU.

FHSU Admissions:

- ❖ Admission Requirements, [www.fhsu.edu/admissions/admission-requirements/](http://www.fhsu.edu/admissions/admission-requirements/)
- ❖ Admission Application, [www.fhsu.edu/admissions/admissions-application/](http://www.fhsu.edu/admissions/admissions-application/)
- ❖ Transfer Student Information, <http://www.fhsu.edu/transfer/>
- ❖ Transfer Scholarships, [www.fhsu.edu/admissions/transfer-scholarships/](http://www.fhsu.edu/admissions/transfer-scholarships/)

## Helpful Links

### Seward County Community College

Admissions, [www.sccc.edu/web/students/admissions/](http://www.sccc.edu/web/students/admissions/)  
Financial Aid, [www.sccc.edu/web/students/financial-aid/](http://www.sccc.edu/web/students/financial-aid/)  
Request Info, [www.sccc.edu/web/students/admissions/request-more-information/](http://www.sccc.edu/web/students/admissions/request-more-information/)

### Fort Hays State University

Admissions, [www.fhsu.edu/admissions/](http://www.fhsu.edu/admissions/)  
Financial Aid, [www.fhsu.edu/finaid/](http://www.fhsu.edu/finaid/)  
Dept. of Applied Business Studies, [www.fhsu.edu/appliedbusiness/](http://www.fhsu.edu/appliedbusiness/)

**Notice of Non-discrimination:** Fort Hays State University does not discriminate on the basis of gender, race, religion, national origin, color, age, marital status, sexual orientation, disability or veteran status in its educational programs, employment and all other activities. In addition, the university does not discriminate on the basis of a person's genetic information. FHSU is committed to an environment in which students, faculty, administrators, and staff work together in an atmosphere free from all forms of discrimination, harassment, exploitation and intimidation, including, but not limited to, verbal, physical, or written behavior directed toward or relating to an individual or group on the basis of their protected class status. Individuals who believe they have been discriminated against or harassed on the basis of their protected class status or are victims of sexual harassment should report such acts to the university Equal Employment Opportunity Officer who will assist the grievant in seeking redress through the appropriate procedure. The university's Discrimination and Harassment Complaint Procedure applies to grievances involving students, administrators, faculty or staff. The EEO Officer may be contacted at 600 Park Street, Hays, KS 67601, (785) 628-4033.



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