

Marketing (B.B.A.)

Available at FHSU:

✓ On-Campus ✓ Online

Barton Community College

Associate of Science (*Business Emphasis*)

General Education Courses:

	<u>semester</u>	<u>credits</u>
<input type="checkbox"/> English Composition I*	_____	3
<input type="checkbox"/> English Composition II*	_____	3
<input type="checkbox"/> Public Speaking*	_____	3
<input type="checkbox"/> College Algebra*	_____	3
<input type="checkbox"/> Computer Concepts & Applications*	_____	3
<input type="checkbox"/> Humanities Electives:^	_____	3
_____	_____	3
<input type="checkbox"/> Social & Behavioral Science Electives:^	_____	3
_____	_____	3
<input type="checkbox"/> Natural Science Electives w/ Labs:^	_____	5
_____	_____	5
<input type="checkbox"/> Physical Education/Health/Performance Elective(s):	_____	2
_____	_____	2

Program Courses:

<input type="checkbox"/> Principles of Macroeconomics*	_____	3
<input type="checkbox"/> Principles of Microeconomics*	_____	3
<input type="checkbox"/> Accounting I*	_____	3
<input type="checkbox"/> Accounting II*	_____	3
<input type="checkbox"/> Managerial Accounting*	_____	3
<input type="checkbox"/> Elements of Statistics*	_____	3
<input type="checkbox"/> Business Calculus	_____	3
<input type="checkbox"/> Business Law I	_____	3
<input type="checkbox"/> Emphasis Elective:	_____	1-3
_____	_____	1-3

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, College Algebra, Computer Concepts & Applications, Principles of Macroeconomics & Microeconomics, Accounting I & II, Managerial Accounting, & Elements of Statistics.

Fort Hays State University

Bachelor of Business Administration (*Marketing Major*)

General Education Courses:

	<u>semester</u>	<u>credits</u>
<input type="checkbox"/> Humanities Elective:^	_____	3
<input type="checkbox"/> Upper Division Integrative Course Elective:^	_____	3
_____	_____	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"/> Introduction to Business	_____	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 electives.

Course options listed at: 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 courses marked with an asterisks (*) with at least a 2.25 GPA.

Total Credit Hours Taken: 124

Last Updated on 6/19/2018



**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

Marketing (B.B.A.)

Program Information
& FHSU Policies

Transfer Guide

Barton 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 in 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 grade for a bachelor's degree must be earned 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.
- ❖ Completion of at least 120 hours of credit with a passing grade.
- ❖ Minimum grade point average of 2.00 for the cumulative GPA and for all courses in the major, unless the department specifies a higher GPA (such as Allied Health, Nursing, Social Work, and Teacher Education).

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/transfer/admission/
- ❖ Admission Application, www.fhsu.edu/admissions/admissions-application/
- ❖ Transfer Student Information, www.fhsu.edu/transfer/
- ❖ Transfer Scholarships & Financial Aid, www.fhsu.edu/transfer/financial-aid/

Helpful Links

Barton Community College

Admissions, <https://bartonccc.edu/admission/>

Financial Aid, <https://bartonccc.edu/financialaid/>

Request Info, <https://bartonccc.edu/admission/requestinfo/>

Fort Hays State University

Admissions, www.fhsu.edu/admissions/

Financial Aid, www.fhsu.edu/finaid/

Dept. of Applied Business Studies, 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 Compliance Officer who will assist the grievant in seeking redress through the appropriate procedure. The Compliance Officer may be contacted at 600 Park Street, Hays, KS 67601, (785) 628-4033.



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