2026-2027 Degree Check Sheet

Business Administration (Marketing) - Bachelor of Science

Student Name:	Student ID:	Catalog Year: 2026-2027	Advisor:
Degree Total: 120 credit hours	General Education: 40 credit hours	Major GPA Requirement: 2.25 in core	Date Reviewed:

Required Core Courses (42 Credit Hours)

Done	Course	Title / Requirement	Hours	Notes
	ACCT 2103	Financial Accounting	3	Fall, Spring
	ACCT 2203	Managerial Accounting	3	Fall, Spring
	BSEC 2603	Business & Economic Statistics	3	Fall, Spring
	BUCOM 3133	Written Business Communication	3	Fall, Spring
	BUS 1113	Foundations of Business	3	Fall, Spring
	BUS 4303	Business Strategy & Policy	3	Fall, Spring
	BUSLW 3213	The Legal Environment of Business	3	Fall, Spring
	ECON 2003	Principles of Macroeconomics	3	Fall, Spring
	ECON 2013	Principles of Microeconomics	3	Fall, Spring
	FIN 3113	Financial Management	3	Fall, Spring
	MGMT 3013	Principles of Management	3	Fall, Spring
	MIS 1903	Computer Business Applications	3	Fall, Spring
	MIS 3433	Management Information Systems	3	Fall, Spring
	MKTG 3313	Principles of Marketing	3	Fall, Spring

Required for Concentration in Marketing (24 Credit Hours)

Done	Course	Title / Requirement	Hours	Notes
	BSEC 3103	Foundations of Data Analytics*	3	Fall, Spring
	BUS 4213	Business Ethics*	3	Fall, Spring
	ITM 3473	Data Visualization	3	Spring
	MGMT 3063	Production/Operations Management*	3	Fall, Spring
	MKTG 3113	Consumer Behavior	3	Spring
	MKTG 3813	Professional Selling	3	Spring
	MKTG 4413	Marketing Research	3	Fall
	Approved Marketing Option	Choose 3 hours from approved options	3	
	Approved Marketing Option	Choose 3 hours from approved options	3	

Approved marketing options include BSEC 4003 Advanced Marketing Management, MKTG 3123 Event Management, MKTG 3423 Integrated Marketing Communication, MKTG 4113 Sports Marketing, MKTG 4123 Retail Management, and MKTG 4223 Sales Management.

Required Business Administration Electives

Done	Course	Title / Requirement	Hours	Notes
	Upper-Level ACCT/BUS/ITM	Choose 3 hours of electives	3	
	Upper-Level ACCT/BUS/ITM	Choose 3 hours of electives	3	
	Upper-Level ACCT/BUS/ITM	Choose 3 hours of electives	3	

Related Work (6 Credit Hours)

Done	Course	Title / Requirement	Hours	Notes
	BUCOM 2013	Professional Speaking	3	Fall, Spring
	MATH 1513 or MATH 1613	College Algebra OR Functions & Modeling	3	

Additional Electives (2 – 8 Credit Hours)

Done	Course	Title / Requirement	Hours	Notes
	Advisor-Approved Electives	Choose 2 to 8 hours of approved electives	2-8	

Program notes: All BS in Business Administration degrees are 120 credit hours and include ECU's 40-hour general education program. Courses marked with * are identified as Related Work for double majors, minors, and certificates in the Stonecipher School of Business. At least 40 percent (48 credit hours) must be non-business coursework; BUCOM 2013, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113, and MIS 1903 are counted as non-business for this requirement. A minimum 2.25 GPA is required in core courses.