



Sample 4-year Guided Pathway for
Bachelor of Science in Business Administration
 Concentration in **Marketing**
 Academic Catalog Requirements **2018-2019**

This is **ONLY a sample** degree plan. Please meet with your academic advisor prior to registration to formulate your own plan, and for additional information refer to the [academic degree requirements](#).

*If you were placed into foundational Writing and/or Mathematics courses based on your placement and/or test scores, please consult with your academic advisor to develop a degree plan.

Year	Fall Semester		Spring Semester	
1st	GE WC&IL 1	3	GE WC&IL 2	3
	MATH 1130 Pre-Calculus I (GE QA&SR)	3	MATH 1123 Statistics	3
	GE H&P	3	BUS 1000 Intro. to Business	3
	GE AE	3	MIS 2000 Info. Tools for Business (GE T&I)	3
	GE NW	3	GE CA	3
	Total Credits	15	Total Credits	15

Year	Fall Semester		Spring Semester	
2nd	ACCT 2000 Principles of Accounting I	3	ACCT 2010 Principles of Accounting II	3
	ECON 2010 Principles of Microecon. (GE CT&E)	3	ECON 2015 Principles of Macroecon. (GE T&M)	3
	MGMT 2000 Principles of Management	3	MATH 2326 Math for Decision Making	3
	GE GC&D	3	MGMT 3100 Bus. & Contemporary Society	3
	GE SW	3	MKTG 3000 Principles of Marketing	3
	Total Credits	15	Total Credits	15

Year	Fall Semester		Spring Semester	
3rd	ECON 3020 Managerial Economics	3	MGMT 3060 The Legal & Reg. Context for Managers	3
	FIN 3000 Business Finance	3	MGMT 3300 International Business	3
	MIS 3000 Fundamentals of Info. Systems	3	MKTG 3420 International Marketing	3
	MKTG 3100 Consumer Behavior	3	MKTG 3110 Market Research	3
	MKTG 3630 Global Dist & Supp Chain Mktg	3	Unrestricted Elective	3
	Total Credits	15	Total Credits	15

Year	Fall Semester		Spring Semester	
4th	MKTG 4400 Marketing Management	3	Upper-Division Marketing Elective #2	3
	Upper-Division Marketing Elective #1	3	MGMT 4001 Business Policy	3
	Unrestricted Elective	3	Unrestricted Elective	3
	Unrestricted Elective	3	Unrestricted Elective	3
	Unrestricted Elective	3	Unrestricted Elective	3
	Total Credits	15	Total Credits	15

**This schedule is only a suggestion; make sure you understand the necessary prerequisites for each course and consult with your Academic Advisor. Course availability subject to change; actual degree audits may change depending on course availability in a given semester.

Baccalaureate Requirements

- Total Degree Credits Required = 120 credits of which a minimum of 36 are Upper-Division Credits (level 3000 and above)
- Completion of Major Requirements (*as indicated above*)
- Completion of General Education Requirements (*as indicated above*)
- Cumulative GPA of at least 2.0; Major GPA of at least 2.0
- Residency Requirements: 12 credits of major course work and the last 30 credits immediately preceding graduation (*Service member's Opportunity College students please see your academic advisor*)

General Education Curriculum

Academic Catalog 2018-2019

This general education worksheet illustrates our general education curriculum requirements for any of our Bachelor's degree programs. Please utilize this worksheet in addition to the Sample Degree Plans to identify the GE categories and their offerings.

Hawaii & the Pacific (GE H&P)	
AL 1050	Languages in the Pacific
ANTH 1500	Contemporary Social Activism in Hawaii
ARTH 1001	Arts of Oceania
BIOL 2170	Ethno-biology: People and Plants
ENG 1101	Representations of Pacific Life
HAWN 1100	Beginning Hawaiian I
HIST 1558	Living History of Hawaii
PHIL 1001	Philosophies of Hawaii & the Pacific

Quantitative Analysis & Symbolic Reasoning (GE QA&SR)	
CSCI 1534	Data Analysis and Visualization
MATH 1120	How Numbers Shape Our Lives
MATH 1123	Statistics
MATH 1130	Pre-Calculus I
MATH 1150	Pre-Calculus I & II
MATH 2214	Calculus I
PHIL 2090	Principles of Logic
PSY 1100	Probabilistic Thinking

Written Communication & Information Literacy I (GE WC&IL 1)	
WRI 1100	Analyzing & Writing Arguments
WRI 1150	Literature & Argument

Written Communication & Information Literacy II (GE WC&IL 2)	
WRI 1200	Research, Argument & Writing
WRI 1250	Introduction to Research in the Humanities

American Experience (GE AE)	
AMST 2000	Topics in American Studies
HIST 1401	American Stories: Themes in American Hist. to 1877
HIST 1402	The American Experience: 1865 to Present
HUM 1270	Intro. to Gender & Women's Studies
PADM 1000	Intro. to Leadership in America
PHIL 2500	Ethics in America
PSCI 1400	American Political System
SOC 1000	Introduction to Sociology

Creative Arts (GE CA)	
ARTH 2301	Topics in World Art History
ARTS 1000	Intro. to Visual Arts
ARTS 2150	Intro. to Design
ENG 2000	The Art of Literature
MUS 1000	Intro. to Western Classical Music
MUS 2101	Music in World Culture
THEA 2320	Acting I: Basic Acting for Stage & Screen
WRI 2601	Intro. to Creative Writing

Critical Thinking & Expression (GE CT&E)	
COM 1000	Intro. to Communication Skills
COM 2000	Public Speaking
ECON 2010	Principles of Microeconomics
ENG 2100	Ways of Reading: Film, Literature & Culture
GEOG 2000	Visual Human Geography
HIST 1717	Reacting to the Past
PH 1300	Public Health Ethics
PSY 1000	Intro. to Psychology

Global Crossroads & Diversification (GE GC&D)	
AL 2000	Intro. to Linguistics
ANTH 2000	Cultural Anthropology
GEOG 1500	World Regional Geography
HIST 1002	Global Crossroads: 1500 to Present
INTR 1000	The International System
MULT 2000	Global Cinema Studies
PH 2060	Comparative Healthcare Systems
REL 1000	Intro. to World Religions

Natural World (GE NW)	
BIOL 1000	Intro. Biology
BIOL 1300	Nutrition: Eat Smarter
CHEM 1000	Intro. Chemistry
CHEM 2050	General Chemistry I
GEOG 1000	Intro to Physical Geography
GEOL 1000	The Dynamic Earth
MARS 1000	Intro. Oceanography
PHYS 1020	Astronomy

Sustainable World (GE SW)	
AQUA 1200	Global Aquaculture for Food Security & Conservation
ARTS 1003	Sustainable Art & Design
BIOL 1500	Conservation Biology
ENVS 1000	Intro. to Environmental Science
ENVS 1030	Tropical Ecology & Sustainability
MARS 1500	Marine Biology and the Global Ocean
SWRK 2010	Social Sustainability, Social Work & Entrepreneurship

Technology & Innovation (GE T&I)	
CSCI 1041	Digital Literacy in a Global Society
CSCI 1061	Mobile Technology for the 21 st Century
CSCI 1611	A Gentle Intro. to Computer Programming
ENGE 1000	Intro to Engineering Systems & Prof. Practice
HIST 2630	The History of Science & Technology
MATH 1234	Intro. to Cryptology
MIS 2000	Information Tools for Business
MULT 1100	Foundations of Multimedia Production

Traditions & Movements that Shape the World (GE T&M)	
AL 1100	Language, Power, and Identity
CLST 1000	Great Books East and West
ECON 2015	Principles of Macroeconomics
ENG 2500	World Literature
HIST 1001	Traditions & Encounters: World Cultures to 1500
PH 1200	Intro. to Public Health Professions
PSCI 2000	Intro. to Politics
SOC 2600	Peace Studies

For more information on our General Education curriculum please refer to our Academic Catalog or you may refer here: http://www.hpu.edu/FacultyAssembly/General_Education_Curriculum_and_Learning_Assessment_Committee.html