

BUSINESS ADMINISTRATION: MARKETING
Bachelor of Arts

CONCORDIA UNIVERSITY IRVINE		MARYMOUNT CALIFORNIA UNIVERSITY
CORE		
ACT 211	Financial Accounting	ACCT 151 - Financial Accounting (4)
ACT 212	Managerial Accounting	ACCT 201 - Managerial Accounting (4)
BUS 224	Business Writing and Presentations	BUS 230 - Business Communications (4)
BUS 251	Legal Environment of Business	BUS 260 - Business Law (4)
BUS 261	Business Analysis Tools & Business Statistics	MTH 270 - Introductory Statistics (4) and CS 280 - Introductory to Data Analysis (4)
BUS 483	Business Ethics	no equivalent
ECO 201 or ECO 202	Macroeconomics or Microeconomics	ECO 221 - Macroeconomics (4) ECO 220 - Microeconomics (4)
FIN 331	Finance	BUS 380 - Corporate Finance (4)
MGT 321	Management	BUS 300 - Principles of Management (4)
MKT 341	Marketing	BUS 350 - Principles of Marketing (4)
MKT 475	Business Strategy	no equivalent
MKT 490A	Professional Development & Internship Emphasis	BUS 391/491 – Internship
EMPHASIS: MARKETING		
BDA 337	Introduction to Business Data Analytics	no equivalent
MKT 353	Professional Selling	BUS 312 - The Foundation of Sales (4)
MKT 371	Digital Marketing	CAR 401 - Social Media in Marketing (4)
MKT 442	Marketing Research	BUS 452 - Marketing Analysis and Forecasting (4)
MKT 445	International Marketing	no equivalent
Choose 2:		
COM 422	Studies in Public Relations	BUS 456 - Integrated Marketing Communications (4)
ECO 321	Econometrics	no equivalent
MGT 323 or MGT 324 or MGT 351	Global Enterprise Global Enterprise Experience Diversity in Organizations	BUS 301 - Management for Sustainability (4)
MKT 344	The Advertising Agency	no equivalent
MKT 355	Services Marketing	no equivalent
MKT 363	Computer Graphics	BUS 360 - Information Systems for Management (4)
MKT 365	Computer Graphics with Motion	no equivalent