

Bachelor of Arts in Business Administration, Marketing

The goal of academic advising is to further enhance the educational mission of the university, and create quality, accessible advising partnerships with all students in a positive environment that supports student success. This advising sheet is for tracking purposes toward degree completion and is subject to change. Students also may track their academic progress via STAR Degree Check through MyUH at myuh.hawaii.edu. Academic Advising appointments may be scheduled by calling 808-689-2689 or toll-free from neighbor islands at 866-299-8656. Dr. Derrek Choy is the faculty contact for this concentration, email at derrekc@hawaii.edu.

Graduation Requirements (see the 2017-2018 catalog for any additional graduation requirements):

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|--|---|--|
| <input type="checkbox"/> 45 Upper Division Credits Minimum | <input type="checkbox"/> 3 Upper Division Writing Intensive Courses | <input type="checkbox"/> 2.0 OVERALL GPA |
| <input type="checkbox"/> 120 Total Credits Minimum | <input type="checkbox"/> Focus Requirements (OC, HAP, ETH) | <input type="checkbox"/> 2.0 UHWO GPA |
| <input type="checkbox"/> 30 UHWO Credits | | <input type="checkbox"/> 2.0 CONCENTRATION GPA |

General Education Requirements: 31 credits

Credits	Course Alpha / Number / Title	WI or Focus	Semester Completed	Grade
3	Foundations Written Communications (FW) ENG 100 Composition I			
3	Foundations Symbolic Reasoning (FS) MATH 103 College Algebra, MATH 115 Statistics or higher (will satisfy lower division Math requirement)			
3	Foundations Multicultural Perspectives (FG): 6 credits from two different groups (A, B, C): *Group A: Primarily before 1500 CE (e.g.; HIST 151 or ANTH 151) *Group B: Primarily after 1500 CE (e.g.; HIST 152 or ANTH 152) *Group C: Pre-history to present			
3	Foundations Multicultural Perspectives (FG): Group different from above.			
3	Diversification Arts, Humanities & Literature (DA, DH, DL): 6 credits from two different areas			
3	Diversification Arts, Humanities & Literature (DA, DH, DL):			
3	Diversification Social Sciences (DS): 6 credits from two different areas (ECON 130)			
3	Diversification Social Sciences (DS): Different from area above			
3	Diversification Natural Sciences (DB, DP, DY): 3 credits from the biological sciences (DB):			
3	3 credits from the physical sciences (DP):			
1	1 credit of laboratory (DY):			

Writing Skills Requirements: 3 credits

Credits	Course Alpha / Number / Title	WI or Focus	Semester Completed	Grade
3	ENG 200 Composition II (or equivalent) or ENG 209 Business Writing			

Lower Division Math Requirements: 0-3 credits

Credits	Course Alpha / Number / Title	WI or Focus	Semester Completed	Grade
0 or 3	MATH 103 College Algebra, MATH 115 Statistics or higher *Will satisfy FS requirement (BUSA 320 Pre-Req is Math 103 or MATH 115 with a C- or higher)			

Lower Division Program Requirements: 9-12 credits

Credits	Course Alpha / Number / Title	WI or Focus	Semester Completed	Grade
3	ACC 201 Intro to Financial Accounting			
3	ACC 202 Intro to Managerial Accounting (Pre: ACC 201 with a C- or higher)			
0 or 3	ECON 130 Principles of Microeconomics (will satisfy one DS requirement)			
3	ECON 131 Principles of Macroeconomics			

Core Requirements: 24 credits (24 UD)

Credits	Course Alpha / Number / Title	WI or Focus	Semester Completed	Grade
3	BUSA 300 Principles of Marketing			
3	BUSA 312 Intermediate Financial Accounting I (Pre: ACC 201 & ACC 202)			
3	BUSA 320 Statistics for Decision-Making (Pre: MATH 103 or MATH 115 with a C- or higher)			
3	BUSA 321 Business Finance (Pre: ACC 202 & completion of BUSA 320 or concurrent enrollment)			
3	BUSA 324 Business Law			
3	BUSA 345 Management Information Systems (Pre: ICS 101 or equivalent)			
3	BUSA 386 Global Management and Organizational Behavior			
3	BUSA 435 Strategic Management (Pre: BUSA 300 & BUSA 321)			

Concentration Requirements: 12 credits (12 UD)

Choose 12 upper division credits from the list below:

Courses:

BUSA 304 Consumer Behavior
 BUSA 305 Advertising & Promotion Management
 BUSA 325 Asian Economies, Business and Consumers
 BUSA 364 Retail Management
 BUSA 408 International Marketing

Courses:

BUSA 409 Hospitality and Tourism Marketing
 BUSA 476 Health Care Marketing
 BUSA 479 Principles of Public Relations
 BUSA 485 Electronic Commerce with International Perspectives E-Commerce & Asia Perspectives
 BUSA 498 Selected Topics in Business Administration (Marketing Topics)

Credits	Course Alpha / Number / Title	WI or Focus	Semester Completed	Grade
3				
3				
3				
3				

Capstone Requirements: 3 credits (3 UD)

Credits	Course Alpha / Number / Title	WI or Focus	Semester Completed	Grade
3	WI BUSA 486M Senior Project, or WI BUSA 490M Administrative Practicum, or WI BUSA 488M Senior Case Studies, or WI BUSA 494 Small Business Institute Supervised Field Study (Pre: Consent of Instructor and completion of 1 Upper Division WI class)	WI		

Electives: 29-35 credits*3 Upper Division 26-32 Upper or Lower Division

*See a Student Services Academic Advisor

Credits	Course Alpha / Number / Title	WI or Focus	Semester Completed	Grade
3	Upper Division (300-400 level)			
3	Upper Division (300-400 level)			
3				
3				
3				
3				
3				
3				
3				
3				
3				
2				

NOTES: Check the UHWO General Catalog for any prerequisites.