

# 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 STAR GPS at <https://www.star.hawaii.edu/>. Academic Advising appointments may be scheduled by visiting STAR BALANCE at <https://www.star.hawaii.edu/appointment/login.jsp> or by calling 808-689-2689. Please visit the Advising website for further information <https://westoahu.hawaii.edu/academics/advising/>.

## Graduation Requirements (see the 2025-26 catalog for any additional graduation requirements):

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

*\*Note: Some courses may be applied more than once to fulfill General Education, Core, or Concentration Requirements. Double-counted courses do not reduce the number of credits required for the concentration. Students are still responsible for meeting the minimum number of credits in the concentration and the overall total credits for graduation.*

## General Education Requirements: 31 credits (\*25 credits see note above)

Credits	Course Alpha / Number / Title
3	Foundations Written Communications (FW) ENG 100 Composition I
0*	Foundations of Quantitative Reasoning (FQ) <b>MATH 103 College Algebra, MATH 115 Statistics or higher</b> <i>*Will Satisfy Lower Division Math Requirement</i>
6	Foundations Global and Multicultural Perspectives (FG): 6 credits from two <b>different</b> 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
6	Diversification Arts, Humanities & Literature (DA, DH, DL): 6 credits from two different areas
0*	Diversification Social Sciences (DS): 6 credits from two different areas <b>ECON 130</b>
3	Diversification Social Sciences (DS): Different area from 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 Requirement: 3 credits

Credits	Course Alpha / Number / Title
3	ENG 200 Composition II or ENG 209 Business Writing

## Lower Division Math Requirement: 3 credits

Credits	Course Alpha / Number / Title
3	MATH 103 College Algebra, MATH 115 Statistics or higher <i>*Will satisfy FQ requirement in the General Education Section</i>

## Lower Division Program Requirements: 15 credits

Credits	Course Alpha / Number / Title
3	ACC 201 Introduction to Financial Accounting
3	ACC 202 Introduction to Managerial Accounting
3	ECON 130 Principles of Microeconomics <i>*Will satisfy one DS requirement in the General Education Section</i>
3	ECON 131 Principles of Macroeconomics
3	ICS 101 Digital Tools for Info World or equivalent

## Core Requirements: 24 credits

Credits	Course Alpha / Number / Title
3	BUSA 300 Principles of Marketing
3	BUSA 311 Financial Statement Analysis <b>or</b> BUSA 312 Intermediate Financial Accounting I

Credits	Course Alpha / Number / Title
3	BUSA 320 Statistics for Decision-Making
3	BUSA 321 Business Finance
3	BUSA 324 Business Law
3	BUSA 345 Management of Information Systems
3	BUSA 386 Global Management and Organizational Behavior
3	BUSA 435 Strategic Management

**Concentration Requirements: 15 credits**

Credits	Course Alpha / Number / Title
3	MKT 311 Consumer Behavior

**Choose 12 credits from the following:**

BUSA 325 Asian Economies, Business, and Consumers  
 BUSA 485 E-Commerce with International Perspectives  
 HOST 304 Hospitality and Tourism Marketing  
 MKT 321 Marketing Research  
 MKT 331 Advertising & Promotion Management  
 MKT 341 Retailing Management

MKT 362 Digital Marketing  
 MKT 381 International Marketing  
 MKT 476 Health Care Marketing  
 MKT 479 Principles of Public Relations  
 MKT 498a Selected Topics in Marketing

Credits	Course Alpha / Number / Title
3	
3	
3	
3	

**Capstone Requirement: 3 credits**

Credits	Course Alpha / Number / Title
3	WI BUSA 486M Senior Project, <u>or</u> WI BUSA 490M Administrative Practicum, <u>or</u> WI BUSA 488M Senior Case Studies, <u>or</u> WI BUSA 494 Small Business Institute Supervised Field Study

**Elective Requirements: 32 credits**

See your College Success Advisor to confirm how many upper and lower-division electives are needed.

Credits	Course Alpha / Number / Title
3	<i>Upper Division (300-400 level)</i>
3	
3	
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3	
2	

**NOTES:** The Faculty contacts for this concentration are Dr. Eli Tsukayama, email: [etsukaya@hawaii.edu](mailto:etsukaya@hawaii.edu), phone: (808) 689-2395, Dr. Joanne Chinen-Moore, email: [jchinen@hawaii.edu](mailto:jchinen@hawaii.edu), phone: (808) 689-2372 and David Dinh, email: [ddinh@hawaii.edu](mailto:ddinh@hawaii.edu), phone: (808) 689-2360. The Marketing concentration is available via distance delivery.