

Augustana College Business Administration Department
Business Administration Major with an Emphasis in Marketing

Required for the Major: 43 cr hr	Planned Sequence				Requirement Satisfied		
	Cr Hr	P.S. ¹	Offered ²	Prerequisites	Scheduled	Completed	Comments
Departmental Courses: (37 hr)							
ACCT 210 – Prin Acctg I	4	So	F Su	Soph status			
ACCT 211 – Prin Acctg II	4	So	S Su	ACCT 210			
COSC 205 – Business Technology & Communication	3	So	F S	Soph Status			
BSAD 270 – Stats	4	So or Jr	F S				
BSAD 310 – Marketing	4	Jr or Sr	F S	Junior status			
BSAD 320 – Management	3	Jr or Sr	F S	Junior status			
BSAD 330 – Finance	4	Jr or Sr	F S	ACCT 211			
BSAD 340 – Business Law I	3	Jr or Sr	F S				
BSAD 382 – Ethics	3	Jr or Sr	F S				
BSAD 421 – Human Resources Mgmt	2	Jr or Sr	F S	BSAD 320 & BSAD 340			
One course selected from:							
BSAD 490 – Senior Seminar	3	Sr	S	Senior status			
BSAD 495 – Business Internship	3	Sr	F J S Su	See catalog			
BSAD 499 – Independent Study	4	Sr	Varies	Senior status			
Supportive Courses: (6 hr)							
ECON 120 – Micro	3	Fr or So	F S				
ECON 121 – Macro	3	Fr or So	F S	ECON 120			
Marketing Emphasis							
BSAD 411 or SOCI 350 – Market Research Methods	3	Jr or Sr	SO	BSAD 270 & 310			
BSAD 413 – Marketing Promotions	3	Jr or Sr	F	BSAD 310			
BSAD 415 – Personal Selling & Sales Management	3	Jr or Sr	SO	BSAD 310			
Elective:	3						
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NOTE: only one BSAD *Special Topics* course may be used to fulfill the elective requirements of the emphasis area.

¹ Planned Sequence: Courses recommended for Freshman (FR), Sophomore (SO), Junior (JR), or Senior (SR) year.

² Course Offered: Fall (F), Fall Semester of Even Years (FE) or Fall Semester of Odd Years (FO), January Interim (J) Interim of Even Years (IE) Interim of Odd Years (IO), Spring (S), Spring Semester of Even Years (SE) or Spring Semester of Odd Years (SO) or Summer (Su)