



### Segment One - General Education Requirements

60 Credit Hours - Each course is 6 credit hours

The general education requirements provide a broad foundation in the basic academic disciplines and offer students the opportunity to explore the breadth of the liberal arts and sciences. The following courses offered by Madison University meet the general education requirements for undergraduate students:

Course Number	Course Title
BIOL – EEC 101	Biology
COMM – EEC 101	Introduction to Communication
ENGL – EEC 101	English Composition I
ENGL – EEC 102	English Composition II
GEO – EEC 101	Introduction to Geography
HIS – EEC 101	Introduction to American History
HIS – EEC 102	Introduction to World History
MATH – EEC 101	Basic Principle of Mathematics
PHIL – EEC 101	Introduction to Philosophy
SOC – EEC 101	Introduction to Sociology

### Segment Two - Concentration Requirements

60 Credit Hours - Each course is 6 credit hours

<b>BMKT 30101 Principles of Marketing</b>	
A broad perspective of marketing designed to offer the student a basic understanding of what marketing is and how it works, with an approach to marketing management.	
<b>Textbook:</b> Marketing: Principles & Perspectives, 3rd edition	
<b>ISBN#:</b> 0-072-46128-4	
<b>BMKT 30108 Introduction to Global Markets</b>	
Theory and practice of international marketing. Explores international start-up operations and operations of global marketers. Prepares business or marketing major to understand international marketing concepts and strategies.	
<b>Textbook:</b> Principles of Global Marketing, 1st edition	
<b>ISBN#:</b> 0-13-722299-8	
<b>BMKT 30111 Advertising</b>	
An introductory course in advertising, including an explanation of its vast importance in the distribution of consumer goods, description of the various methods of advertising and the developing of the copy and the layout of the complete advertisement.	
<b>Textbook:</b> Contemporary Advertising, 7th edition	
<b>ISBN#:</b> 0-256-26253-5	
<b>BMKT 30201 Introduction to Retailing</b>	
A course dealing with the retail store, emphasizing the importance of organization, location, store policies and administrative decision making.	
<b>Textbook:</b> Essentials of Retailing	
<b>ISBN#:</b> 0-256-16348-0	



<b>BMKT 30301 Consumer Behavior</b>	
A study of consumer interests, consumer needs, and demands, and an exploration of the cultural, social, and psychological determinants of buying behavior. Emphasis is placed on the behavioral sciences with the aim of providing a basis for the development of marketing strategies.	
<b>Textbook:</b> Consumer Behavior: Buying, Having, and Being-4th edition	
<b>ISBN#:</b> 0-13-795725-4	
<b>BMGT 30101 Business Management</b>	
An introduction to basic concepts of management, analytical techniques and organization theory. A functional approach to management, including cases and managerial excellence.	
<b>Textbook:</b> Management Fundamentals: Concepts, Applications, Skill Development	
<b>ISBN#:</b> 0-324-01337-X	
<b>MATH 30103 Introduction to Statistics</b>	
A course designed to present the principles and fundamentals of modern statistics, including basic elements of descriptive inferential statistics underlying statistical methodology.	
<b>Textbook:</b> Elementary Statistics, 4th edition	
<b>ISBN#:</b> 007-240844-8	
<b>BADM 30201 Business Law</b>	
An introductory course covering law and society with the emphasis on contracts, sales, agency, property, negotiable instruments and business organizations.	
<b>Textbook:</b> Business Law, 10th edition	
<b>ISBN#:</b> 0-256-19716-4	
<b>BS 400 Bachelor's Final</b>	
The Bachelor's Final Paper or Project.	