

**BACHELOR DEGREE IN BUSINESS ADMINISTRATION (B.B.A.)**  
**MAJOR: MARKETING**

Minimum Requirements:

43 credit hours in General Studies	
50 credit hours in Core Courses	
27 credit hours in Concentration Courses	
6 credit hours in Practice	
<u>6 credit hours in Elective Courses</u>	
132	

<b>1.</b>	<b>General Studies</b>	<b>Credit Hours</b>
	SPAN 101-102      Basic Course in Spanish I - II	3-3
	ENGL 101-102      Basic Course in English I - II	3-3
	HUMA 101-102      Study of Western Culture and Civilization I-II	3-3
	SOSC 101-102      Introduction to Social Sciences I-II	3-3
	GESC 101            Fundamentals of General Sciences	4
	MATH 101-102      Introduction to College Mathematics I - II	3-3
	HUMA 209-210      History of Puerto Rico I-II	3-3
	COSC 101            Introduction to Computer Sciences	3
<b>2.</b>	<b>Core Courses</b>	
	ACCO 101            Mathematics of Accounting	3
	ACCO 111-112      Elementary Accounting I-II	4-4
	STAT 115-116      Elements of Statistics I-II	3-3
	MANA 181           Principles of Management	3
	MARK 133           Principles of Marketing	3
	ECON 121-122      Principles and Problems in Economics I - II	3-3
	BANK 231            Money and Banking	3
	SPAN 201-202      Business Spanish and Communication I-II	3-3
	ENGL 201-202      Business English and Communication I-II	3-3
	MANA 131           Human Relations in Business	3
	BULA 204            Business Law	3
<b>3.</b>	<b>Concentration Courses</b>	
	MARK 135            Fundamentals of Retailing	3
	MARK 201            Fundamentals of Communication	3
	MARK 233            Consumer Behavior	3
	MARK 235            Fundamentals of Advertising	3
	MARK 303            Salesmanship	3
	MARK 306            Marketing Management	3
	MARK 308            International Marketing	3
	MARK 309            Sales Management	3
	MARK 310            Marketing Research	3

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**4. Practice**

MANA 383                      Business Work Experience                      6

**5. Elective Courses**                      6

Elective courses may be taken from the other majors of the Business Administration Department, if the student has already approved the prerequisites. Courses from other Departments may qualify as electives if requirements are met: (1) the course is related to the Business Administration field, (2) the prerequisites of the course have been approved, and (3) an authorization from the Business Department Head is furnished.

**Total Credit Hours Required for Graduation**                      **132**