

Catalog Requirements: BBA in Marketing



Valid for Catalog Years 2024-2025; Expires Summer 2030

This worksheet is provided to give students an outline of the requirements needed to complete a BBA degree in General Business from Washburn University. This worksheet should not replace processing a degree audit, which is a more thorough examination of requirements completed and those that are still needed.

Name: _____
Last Name First Name MI

WIN #: _____ Advisor: _____ Date: _____

University General Education	(35 hrs.)
English Composition	(6 hrs.)
EN101 Introductory College Writing	3
EN200 Intermediate College Writing (*EN101)	3
Communication	(3 hrs.)
CN150 Public Speaking	3
Social & Behavioral Sciences	(6 hrs.)
EC200 Principles of Microeconomics	3
Choose one out of two:	3
PY100 Basic Concepts in Psychology or	
SO100 Introduction to Sociology	
Humanities	(6 hrs.)
EN208 Professional Writing	3
Humanities course	3
Natural and Physical Sciences	(5 hrs.)
Natural/Physical Science course (with lab)	5
Mathematics	(3 hrs.)
MA116 College Algebra	3
Science Reasoning & Literacy	(3 hrs.)
MA140 Statistics (*MA116)	3
Inclusion & Belonging	(3 hrs.)
Inclusion & Belonging course	3
Electives	(Up to 19 hrs., enough to reach 120 hrs.)
<ul style="list-style-type: none"> • Minors – 45+ different programs to choose from • Study Abroad • Internships • Leadership, Honors or Research Studies programs • Additional Business courses 	
BU101 Intro to Business (suggested)	3
BU260 Business Plan Development (suggested)	3
CM101 Computer Concepts & App. (suggested)	3

School of Business Major Requirements	
WU101 The Washburn Experience	3
WU101 will be waived for all students entering Washburn with more than 30 hours of transfer college credit completed.	
Core Business Requirements (42 hrs.)	
AC224 Financial Accounting (*EN101, MA116)	3
AC225 Managerial Accounting (*AC224, BU250 or concurrent)	3
BU250 Management Information Systems (*EN101, MA116)	3
BU258 Foundations of Data Analysis (*EN101, MA116, BU250)	3
EC200 Principles of Microeconomics (*MA116)	3
EC201 Principles of Macroeconomics (*MA116, EC200)	3
EC211 Statistics for Business & Economics (*MA116, MA140)	3
Admission to the School of Business: To be eligible, students must earn a C or better in the Core Business Requirements listed above. Admission is required to enroll in all 400-level AC and BU courses.	
BU315 Legal Environment of Business (*EC200, EC201)	3
BU342 Organization & Mgmt. (*EC200, EC201, 1 of 2: PY100/SO100)	3
BU347 Prod. & Operations Mgmt. (*MA116, AC225, BU250, EC211, BU342)	3
Global Dynamics Course (choose one out of three):	3
BU355 International Business (*AC225, EC200, EC201) or	
BU477 International Finance (*BU381, Admission) or	
EC410 International Economics (*EC200, EC201)	
BU360 Principles of Marketing (*EC200, EC201)	3
BU381 Business Finance (*MA116, AC225, BU250, EC211)	3
BU449 Strategic Management (*BU342, BU347, BU360, BU381)	3
Marketing Emphasis (24 hrs.)	
BU362 Marketing Research (*BU360, EC211)	3
BU364 Consumer Behavior (*BU360)	3
BU471 Marketing Management (*BU360, Admission)	3
Marketing Elective: (Choose one: BU366/BU368/BU369/BU371)	3
Upper Division AC/BU/DA/EC:	3
Upper Division AC/BU/DA/EC:	3
Upper Division AC/BU/DA/EC:	3
Upper Division AC/BU/DA/EC:	3

***Please Note:** All prerequisite and required courses must be taken for a grade and completed with a C or better. Students who advance enroll, then later do not complete the course with a C or better, must withdraw from any course that requires that prerequisite. The best practice is to complete 100-level courses before 200-level, which should be completed before 300-level, which should be completed before 400-level courses. **Courses shown in blue indicate the course counts in more than one requirement categories.**

Degree Completion Plan: BBA in Marketing



Valid for catalog years: 2024-2025

Following this recommended schedule ensures BBA degree completion in four years. This worksheet does not replace processing a degree audit, which illustrates the completion of specific degree requirements on an individualized basis.

Name: _____
Last Name First Name MI

WIN #: _____ Advisor: _____ Date: _____

Freshman Year (30 hrs.)	
First Semester (15 hrs.)	Second Semester (15 hrs.)
WU101 Washburn Experience	CN150 Public Speaking
EN101 Introductory College Writing	EC200 Principles of Microeconomics
MA116 College Algebra ¹	Physical or Natural Science with lab
PY100 or SO100 (choose one)	MA140 Statistics
BU101 Intro. to Business (recommended elective)	University Elective (1 hr.)

Sophomore Year (60 hrs.)	
Third Semester (15 hrs.)	Fourth Semester (15 hrs.)
AC224 Financial Accounting	AC225 Managerial Accounting
BU250 Management Information Systems	BU258 Foundations of Data Analysis
EC201 Principles of Macroeconomics	EC211 Statistics for Business & Economics
EN200 Intermediate Writing	EN208 Professional Writing
Inclusion & Belonging	University Elective

Application for Admission to the School of Business:
 To apply for Admission to the School of Business, students must complete 60 hours, have at least a 2.0 cumulative GPA, and complete the following courses with a C or better: AC224, AC225, BU250, BU258, EC200, EC201 and EC211

Junior Year (90 hrs.)	
Fifth Semester (15 hrs.)	Sixth Semester (15 hrs.)
BU342 Organization & Management	BU315 Legal Environment of Business
BU355 International Business	BU347 Production & Operations Mgmt.
BU360 Principles of Marketing	BU362 Marketing Research
BU381 Business Finance	Upper Division AC/BU/DA/EC
Humanities	University Elective

Senior Year (120hrs.)	
Seventh Semester (15 hrs.)	Eighth Semester (15 hrs.)
BU364 Consumer Behavior	BU449 Strategic Management (with MFT exam)
Upper Division AC/BU/DA/EC	BU471 Marketing Management
Upper Division AC/BU/DA/EC	Marketing Elective (see front page)
University Elective	Upper Division AC/BU/DA/EC
University Elective	University Elective

Specific Rules to Follow:

- All required courses, including their prerequisites, must be taken for letter grade and completed with a C or better. These include all courses used to meet core, correlate and major-specific requirements.
- The MFT exam will be administered during the BU449 Strategic Management course, taken during the last semester. A minimum score is not required, but all students must participate.

Students are strongly encouraged to further enhance their Business degree by completing some of these programs:

- Washburn Transformational Experience
- Study Abroad
- Internship
- Honors
- Leadership
- Minor in: _____

¹ Requires ACT of 22 or higher or Math Placement Score of 75% or higher.