University of Hawai‘i at Mānoa  
Shidler College of Business Administration Program Sheet 2013-2014  
Bachelor of Business Administration (BBA) in Marketing  
Admissions: Min. Criteria  Process: Declaration  
Min. Total Credits: 120 (109 in core & major + 11 in electives)

### UHM General Education Core Requirements

- **Foundations**
  - FW
  - FS
  - FG (A / B / C)
  - FG (A / B / C)

- **Diversification**
  - DA / DH / DL
  - DA / DH / DL
  - DB
  - DP
  - DY
  - DS
  - DS

*See degree, college and major requirements for courses that can also fulfill these.

### UHM Graduation Requirements

- **Focus**
  - H
  - E (300+)
  - O (300+)

- **W**
- **W**
- W (300+)
- W (300+)

- **Hawaiian / Second Language – complete one option**
  - Four semesters of one language (202 equivalent)
  - Four semesters of culture courses (single culture group)
  - A mix of language and culture courses (4 courses)
  - Take 12 credits on Study Abroad in Fall or Spring

### College Requirements

- **Admission Requirements**
  - 55 credits
  - 2.5 cumulative GPA
  - Computer competency: ICS 101B or equivalent
  - 2.5 GPA in Pre-Business Core Courses; no grade C- or lower

- **Computer Competency**
  - ICS 101B or equivalent (C, not C-, grade or better)

- **Pre-Business Core Courses**
  - ACC 201
  - ACC 202
  - NREM 203, BUS 250, MATH 203, 215, 241, or 251A (any can also fulfill FS)
  - ECON 130<sup>DS</sup>
  - ECON 131<sup>DS</sup>
  - ENG 100<sup>FW</sup>, ELI 100<sup>FW</sup>, ENG 190<sup>FW</sup>, or ENG 200
  - COMG 151<sup>DX</sup> or 251<sup>DA</sup>

- **Additional Required Course**
  - PSY 100<sup>DS</sup> or SOC 100<sup>DS</sup>

### Credit Minimums

- 24 credits of 300+ level business courses at UHM after admission
- 9 credits in major at UHM

### Grade Point Average

- 2.0 business core/major
- C- or better required in all business courses

### Important Notes

- All Shidler College of Business admission requirements and application must be completed the semester before you plan on entering the college.
- If courses are repeated, then all non-UH Mānoa grades will be factored into the cumulative and pre-business GPA calculation. Starting Fall 2012, UH Mānoa Grade Replacement Policy will be in effect for any repeated UH Mānoa courses.
- Refer to [www.shidler.hawaii.edu/undergraduate](http://www.shidler.hawaii.edu/undergraduate) for admission details.

---

*This program sheet was prepared to provide information and does not constitute a contract. Meet regularly with your department’s undergraduate advisor to ensure you are on track with your major requirements.*
**Major Requirements for BBA in Marketing**

**Admission:** Open  
**Application:** NA  
**Min. major credits:** 51 (64 with related requirements)

### Requirements

**Business Core Courses (24 credits)**

- BLAW 200  
- BUS 310  
- BUS 311  
- BUS 312  
- BUS 313  
- BUS 314  
- BUS 315  
- BUS 345

**Business Communication Course (3 credits)**

- BUS/ENG 209, ENG 306, or ENG 307

**Upper Division Elective Courses (9 credits)**

- non-business 300+ level course  
- non-major or non-business 300+ level course  
- non-major or non-business 300+ level course (BUS 395 recommended)

**International Business Elective Course (see department for approved list)**

- (may overlap with upper division or major elective)

**Marketing Core Courses (9 credits)**

- MKT 311  
- MKT 321  
- MKT 391

**Marketing Elective Courses (6 credits)**

Two of the following:

- MKT 331  
- MKT 332  
- MKT 341  
- MKT 351  
- MKT 352  
- MKT 361  
- MKT 362  
- MKT 363  
- MKT 372  
- MKT 381  
- MKT 410  
- MKT 411B

---

**Notes**

Shidler College of Business Office of Student Academic Services: (808) 956-8215; business@hawaii.edu  
Refer to [www.shidler.hawaii.edu/undergraduate](http://www.shidler.hawaii.edu/undergraduate) for details.