# 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** ENG 100, 100A, 190, or ESL 100
- **FS** NREM 203, BUS 250, MATH 203, 215, 241, or 251A
- **FG (A / B / C)**
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### Diversification
- **DA** COMG 151 or 251
- **DH / DL**
- **DB**
- **DY**
- **DS** ECON 130, 131
- **DS** PSY 100 or SOC 100 (Prerequisite for BUS 315)

* 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**
- **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

### Credit Minimums
- 120 total applicable
- 30 in residence at UHM
- 45 upper division (300+ level) credits

### Grade Point Average
- 2.0 cumulative or higher *(Note: Other GPAs may be required)*
- Good academic standing

## College Requirements

### Admission Requirements
- 60 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 130DS**
- **ECON 131DS**
- **ENG 100FW, ESL 100FW, ENG 190FW, or ENG 200**
- **COMG 151DA or 251DA**

### 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.

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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*

*Writing intensive

#### Marketing Elective Courses (6 credits)

Two of the following:
- MKT 331
- MKT 332
- MKT 341
- MKT 352
- MKT 361
- MKT 362
- MKT 363
- MKT 372
- MKT 381 (IB)
- 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 for details.