



**University of Hawai'i at Mānoa**  
**Shidler College of Business Administration Program Sheet 2016-2017**  
**Bachelor of Business Administration (BBA) in Marketing**  
**Admissions: Min. Criteria Process: Declaration**  
**Min. Total Credits: 120 (110 in core & major + 10 in electives)**

UHM General Education Core Requirements
<b>Foundations</b>
<input type="checkbox"/> FW ENG 100, 100A, 190, ESL 100, or AMST 111
<input type="checkbox"/> FS NREM 203, BUS 250, MATH 203, 215, 241, or 251A
<input type="checkbox"/> FG (A / B / C)
<input type="checkbox"/> FG (A / B / C)
<b>Diversification</b>
<input type="checkbox"/> DA COMG 151 or 251
<input type="checkbox"/> DH / DL
<input type="checkbox"/> DB
<input type="checkbox"/> DP
<input type="checkbox"/> DY
<input type="checkbox"/> DS ECON 130, 131
<input type="checkbox"/> DS PSY 100 or SOC 100 (Prerequisite for BUS 315)
<i>* See degree, college and major requirements for courses that can also fulfill these.</i>
<b>UHM Graduation Requirements</b>
<b>Focus</b>
<input type="checkbox"/> H
<input type="checkbox"/> E (300+)
<input type="checkbox"/> O (300+)
<input type="checkbox"/> W
<input type="checkbox"/> W
<input type="checkbox"/> W
<input type="checkbox"/> W (300+)
<input type="checkbox"/> W (300+)
<b>Hawaiian / Second Language – complete <u>one</u> option</b>
<input type="checkbox"/> Four semesters of one language (202 equivalent)
<input type="checkbox"/> Four semesters of culture courses (single culture group)
<input type="checkbox"/> A mix of language and culture courses (4 courses)
<input type="checkbox"/> Take 12 credits on Study Abroad in Fall or Spring
<b>Credit Minimums</b>
• 120 total applicable
• 30 in residence at UHM
• 45 upper division (300+ level) credits
<b>Grade Point Average</b>
• 2.0 cumulative or higher ( <i>Note: Other GPAs may be required</i> )
• Good academic standing

College Requirements
<b>Admission Requirements</b>
• 60 credits
• 2.5 cumulative GPA
• Computer competency: ICS 101 or equivalent
• 2.5 GPA in Pre-Business Core Courses; no grade C- or lower
<b>Computer Competency</b>
<input type="checkbox"/> ICS 101 or equivalent (C, not C-, grade or better)
<b>Pre-Business Core Courses</b>
<input type="checkbox"/> ACC 201
<input type="checkbox"/> ACC 202
<input type="checkbox"/> NREM 203, BUS 250, MATH 203, 215, 241, or 251A (any can also fulfill FS)
<input type="checkbox"/> ECON 130 <sup>DS</sup>
<input type="checkbox"/> ECON 131 <sup>DS</sup>
<input type="checkbox"/> ENG 100 <sup>FW</sup> , ESL 100 <sup>FW</sup> , ENG 190 <sup>FW</sup> , or ENG 200
<input type="checkbox"/> COMG 151 <sup>DA</sup> or 251 <sup>DA</sup>
<b>Credit Minimums</b>
• 24 credits of 300+ level business courses at UHM after admission
• 9 credits in major at UHM
<b>Grade Point Average</b>
• 2.0 business core/major
• C- or better required in all business courses
<b>Important Notes</b>
• All Shidler College of Business admission requirements and application must be completed the <b><u>semester before</u></b> 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 <a href="http://www.shidler.hawaii.edu/undergraduate">www.shidler.hawaii.edu/undergraduate</a> 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 (prerequisite for MKT majors)
- 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)

- MKT 361\*\* (may overlap with upper division or major elective)

#### Marketing Core Courses (9 credits)

- MKT 311
- MKT 321
- MKT 391\* (MKT 311, 321, and one MKT elective prerequisite)

\*Writing intensive

\*\*Offered with IB focus

#### Marketing Elective Courses (6 credits)

Two of the following:

- |                                         |                                  |                                   |                                  |
|-----------------------------------------|----------------------------------|-----------------------------------|----------------------------------|
| <input type="checkbox"/> MKT 331        | <input type="checkbox"/> MKT 332 | <input type="checkbox"/> MKT 341  | <input type="checkbox"/> MKT 352 |
| <input type="checkbox"/> MKT 361 (IB)** | <input type="checkbox"/> MKT 362 | <input type="checkbox"/> MKT 363  | <input type="checkbox"/> MKT 372 |
| <input type="checkbox"/> MKT 381 (IB)   | <input type="checkbox"/> MKT 410 | <input type="checkbox"/> MKT 411B |                                  |

### Notes

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