Bachelor of Arts in Business Administration, Marketing

The goal of academic advising is to further enhance the educational mission of the university, and create quality, accessible advising partnerships with all students in a positive environment that support student success. This student advising sheet is for tracking purposes only. Students may also track their academic progress in their STAR Degree Check through MyUH at myuh.hawaii.edu. Academic advising related questions may be emailed to uhwo.advising@hawaii.edu or by calling the Academic Advising Office at (808) 689-2689 or toll-free from the neighbor islands at (866) 299-8656.

**GENERAL EDUCATION REQUIREMENTS: 31 credits**

<table>
<thead>
<tr>
<th>Credits</th>
<th>Course Alpha/Number/Title</th>
<th>WI or Focus</th>
<th>Semester Completed</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Foundations Written Communication (FW)</td>
<td>ENG 100 Composition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Foundations Symbolic Reasoning (FS)</td>
<td>MATH 103, MATH 135, MATH 140, MATH 241, or MATH 242</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>*Will Satisfy Lower Division Math Requirement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Foundations Multicultural Perspectives (FG): 6 credits from two different groups (A, B, C):&lt;br&gt; *Group A: Primarily before 1500 CE (e.g.; HIST 151 or ANTH 151)&lt;br&gt; *Group B: Primarily after 1500 CE (e.g.; HIST 152 or ANTH 152)&lt;br&gt; *Group C: Pre-history to present</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Foundations Multicultural Perspectives (FG) Group different from above</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Diversification Arts, Humanities &amp; Literature (DA, DH, DL): 6 credits from two different areas</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Diversification Arts, Humanities &amp; Literature (DA, DH, DL): Different from area above</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Diversification Social Sciences (DS): 6 credits from two different areas (ECON 130)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Diversification Social Sciences (DS) Different area from above.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Diversification Natural Sciences (DB, DP, DY)</td>
<td>3 credits from the biological sciences (DB)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>3 credits from the physical sciences (DP)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>1 credit of laboratory (DY)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**UHWO WRITING SKILLS REQUIREMENT: 3 credits**

<table>
<thead>
<tr>
<th>Credits</th>
<th>Course Alpha/Number/Title</th>
<th>WI or Focus</th>
<th>Semester Completed</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>ENG 200 Composition II (or equivalent) or ENG 209 Business Writing</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**LOWER DIVISION MATH REQUIREMENT: 3 credits**

<table>
<thead>
<tr>
<th>Credits</th>
<th>Course Alpha/Number/Title</th>
<th>WI or Focus</th>
<th>Semester Completed</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>MATH 103, MATH 135, MATH 140, MATH 241, or MATH 242</td>
<td>*Will Satisfy FS Requirement (BUSA 320 Pre-Req is Math 103 with a C- or higher)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**LOWER DIVISION PROGRAM REQUIREMENTS: 12 credits**

<table>
<thead>
<tr>
<th>Credits</th>
<th>Course Alpha/Number/Title</th>
<th>WI or Focus</th>
<th>Semester Completed</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>ECON 130 Principles of Microeconomics</td>
<td>*Will satisfy one DS requirement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>ECON 131 Principles of Macroeconomics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>ACC 201 Introduction to Financial Accounting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>ACC 202 Introduction to Managerial Accounting</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**CORE REQUIREMENTS: 21 credits (21 UD)**

<table>
<thead>
<tr>
<th>Credits</th>
<th>Course Alpha/Number/Title</th>
<th>WI or Focus</th>
<th>Semester Completed</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>BUSA 300 Principles of Marketing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>BUSA 312 Intermediate Financial Accounting I</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>BUSA 320 Statistics for Decision-Making</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>BUSA 321 Business Finance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>BUSA 345 Management Information Systems</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>BUSA 386 Global Management and Organizational Behavior</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>BUSA 435 Strategic Management</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### CONCENTRATION REQUIREMENTS: 12 Credits (12 UD)
Choose 4 courses from the list below

<table>
<thead>
<tr>
<th>Credits</th>
<th>Course Alpha/Number/Title</th>
<th>WI or Focus</th>
<th>Semester Completed</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>BUSA 304 Consumer Behavior</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>BUSA 305 Advertising &amp; Promotion Management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>BUSA 325 Asian Economies, Business and Consumers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>BUSA 364 Retailing Management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>BUSA 408 International Marketing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>BUSA 476 Health Care Marketing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>BUSA 496 Selected Topics in Business Administration</td>
<td>(Marketing Topics)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### CAPSTONE REQUIREMENT: 3 Credits (3 UD)

<table>
<thead>
<tr>
<th>Credits</th>
<th>Course Alpha/Number/Title</th>
<th>WI or Focus</th>
<th>Semester Completed</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>WI BUSA 486 Senior Project, or WI BUSA 490 Administrative Practicum, or WI BUSA 494 Small Business Institute Supervised Field Study</td>
<td>WI</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### ELECTIVES: 35-41 credits*

9 Upper Division 26-32 Upper or Lower Division

*See a Student Services Academic Advisor

<table>
<thead>
<tr>
<th>Credits</th>
<th>Course Alpha/Number/Title</th>
<th>WI or Focus</th>
<th>Semester Completed</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Upper Division Humanities (300-400 level)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Upper Division (300-400 level)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Upper Division (300-400 level)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Graduation Requirements (see the 2013-2014 catalog for any additional graduation requirements):

- 45 Upper Division Credits Minimum
- 3 Upper Division Writing Intensive Courses
- 2.0 OVERALL GPA
- 120 Total Credits Minimum
- Focus Requirements (OC, HAP, ETH)
- 2.0 UHWO GPA
- 30 UHWO Credits
- 2.0 CONCENTRATION GPA

### NOTES:
- Check the UHWO General Catalog for any prerequisites.