

2009-2010

# *B.A. in Business Administration – Concentrations in Finance or Marketing*

## College of Business and Economics

### *What Is the Study of Business Administration?*

The Business Administration program has been designed to prepare students for leadership roles in business and the community. One program objective is to provide students with the perceptual and analytical skills necessary in making decisions and evaluating policy in business; another is to develop student understanding of the social, economic and regulatory environment of business. The program is designed for students with a variety of career goals, including opportunities with financial institutions, manufacturing and retail firms, service industries and the public sector.

#### *Why consider a Finance Concentration in the Business Administration Major?*

The field of Finance encompasses many different areas including investments, financial institutions, corporate finance and real estate. Coursework is offered in each of these areas as well as courses in options and futures, multi-national finance and insurance. A graduate with a concentration in Finance may work as a financial securities or loan officer analyst, as well as a business financial manager, portfolio manager, or financial planner stockbroker.

#### *Why consider a Marketing Concentration in the Business Administration Major?*

Marketing includes a variety of activities relating to product and service planning, pricing, communication and distribution. Many interesting career opportunities await marketing graduates, including product and brand management, advertising, public relations, sales and sales management, marketing research, distribution/traffic management and retail management and merchandising. A strong background in behavioral sciences or computer applications will complement marketing studies.

### *How to Declare:*

Admission to programs in the College of Business and Economics (CBE) is selective and based upon prior academic performance and other evidence of high promise. Students may apply for admission to the College any time after they are offered admission to Western Washington University and have at least 45 credits.

Applicants who have completed the equivalent of the foundation courses listed below with at least a 2.75 GPA, or who have a cumulative GPA of at least 2.50, are assured admission if space is available in their program of choice.

Foundation courses: ACCT 240 and 245; DSCI 205; ECON 206 and 207; MATH 157; and MGMT 271.

Complete the online application form at: <http://www.cbe.wvu.edu/College/Applications.asp>

### *Mid-Program Checkpoint:*

Students who intend to complete a Bachelor's of Arts degree in Business Administration—Finance or Marketing—within four years should complete the following courses by the start of their junior year.

#### **Coursework:**

Complete Business foundation courses:  
ACCT 240, 245; DSCI 205; ECON 206 &  
207; MATH 157; MGMT 271

Prerequisite: MIS 220 (or test out)

#### **Other Activities:**

Get involved in student club activities, i.e.  
Student Marketing Association or Financial  
Management Association.

### *Contact Information:*

Finance & Marketing Department  
Website:  
<http://www.cbe.wvu.edu/deptHome.asp?dept=FMKT>

Department Chair:  
Sandra Mottner  
PH 417  
360-650-2403  
[Sandra.Mottner@wwu.edu](mailto:Sandra.Mottner@wwu.edu)

Academic Department  
Manager:  
Sandy Stratton  
PH 415  
360-650-4202  
[Sandra.Stratton@wwu.edu](mailto:Sandra.Stratton@wwu.edu)

### *Sample Careers:*

Mutual Fund Manager  
Chief Financial Officer  
Investment Banker  
Financial Planner  
Claims Adjuster/Examiner  
Actuary  
Financial Analyst  
Appraiser  
Product and Brand  
Manager  
Marketing Research  
Advertising and Public  
Relations



# *Business Administration-Finance or Marketing Concentration*

## *Major Requirements: 91-92 Credits*

Foundation courses: (28 credits); required for major status

ACCT 240 Financial Accounting (4)  
ACCT 245 Managerial Accounting (4)  
DSCI 205 Business Statistics (4)  
ECON 206 Introduction to Microeconomics (4)  
ECON 207 Introduction to Macroeconomics (4)  
MATH 157 Calculus with Applications to Business and Economics (4)  
MGMT 271 Law and the Business Environment (4)

Core courses: (36 credits)

DSCI 305 Applied Business Statistics (4)  
ECON 309 Managerial Economics (4)  
FIN 341 Principles of Finance (4)  
MGMT 311 Intro to Management & Organizational Behavior (4)  
MGMT 482 Business and Its Environment (4)  
MGMT 492 Entrepreneurial Problems (4) *Prerequisite: MGMT 492W*  
Or MGMT 495 Strategic Management (4)  
MIS 320 Principles of Management Information Systems (4)  
MKTG 380 Principles of Marketing (4)  
OPS 360 Operations Management (4)

**Concentration Electives: (28 credits)** Students may select one of the following two concentrations listed below, or may choose to have no concentration and complete 28 credits under advisement. Four courses must be in the Finance and Marketing Department in order to earn a BA with no concentration in the Department of Finance and Marketing.

Concentration in Marketing: (28 credits)

MKTG 381 Fundamentals of Marketing Research (4)  
MKTG 382 Buying Behavior and Analysis (4)  
MKTG 489 Marketing Management and Strategy (4) WP3

**Four courses from:**

MKTG 471 Sports Marketing (4)  
MKTG 472 Internet Marketing (4)  
MKTG 473 Brand Marketing (4)  
MKTG 474 Marketing Strategies for Sustainability (4) CF  
MKTG 480 Marketing Internship (4)  
MKTG 481 Advanced Marketing Research and Analysis (4)  
MKTG 482 Personal Selling and Sales Management (4)  
MKTG 483 Advertising and Promotion Management (4) CF  
MKTG 484 Retailing (4) CF  
MKTG 486 International Marketing Management (4) CF  
MKTG 487 Nonprofit Marketing (4)  
MKTG 488 Topics in Marketing (4)

Concentration in Finance: (28 credits)

FIN 440 Investments (4) WP1  
FIN 441 Intermediate Financial Management (4) WP1  
FIN 444 Financial Institutions and Markets (4) WP1

**Two courses from:**

FIN 442 Multinational Corporate Finance (4)  
FIN 443 Topics in Finance (4)  
FIN 446 Options and Futures Markets (4)  
FIN 447 Commercial Bank Management (4)  
FIN 448 Investment Analysis and Management (4) CF  
FIN 449 Cases in Financial Management (4) CF

**Two courses from:**

ACCT 331 Cost Management (4)  
ACCT 341 Intermediate Accounting Theory & Practice I (4)  
ACCT 375 Income Taxation I (4)  
ECON 306 Intermediate Microeconomics (4)  
ECON 307 Intermediate Macroeconomics (4)  
ECON 310 Public Finance (4)  
ECON 411 Monetary Economics (4)  
FIN 345 Real Estate (4)  
FIN 346 Risk and Insurance (4)  
FIN 456 Commercial Real Estate Investment (4)  
FIN 460 Finance Apprenticeship (4)  
Or other FIN 44x course

**One Communication focus course and Writing Proficiency (3) courses, both within the College of Business and Economics, are required. These courses can be taken as part of the Concentration courses.**

### *Other Business Administration Options:*

B.A. Business Administration, no concentration  
Minor in Business Administration (40 credits)

**These courses are offered within this major and may be used to satisfy GUR or Writing Proficiency requirements.**

**QSR:** MATH 157

**SSC:** ECON 206, 207; MGMT 271

**WP:** Three Writing Proficiency points are required for graduation (they are noted as WP1, WP2, and WP3). Check [Classfinder](#) or [Online Timetable](#) for departmental offerings each quarter.