



Segment One - General Education Requirements

30 Credit Hours - Each course is 6 credit hours

The general education requirements provide a broad foundation in the basic academic disciplines and offer students the opportunity to explore the breadth of the liberal arts and sciences. The following courses offered by Madison University meet the general education requirements for undergraduate students:

Course Number	Course Title
BIOL – EEC101	Biology
ENGL – EEC 101	English Composition I
HIS – EEC 101	Introduction to American History
MATH – EEC 101	Basic Principle of Mathematics
MATH – EEC 102	Introduction to Business Mathematics

Segment Two - Concentration Requirements

30 Credit Hours - Each course is 6 credit hours

BADM 30101 Introduction to Business	
An overview to contemporary business in America today. A study of business and society, including forms of business organization and ownership, management problems and operation of commerce and industry in today's world.	
Textbook: Introduction to Business, 4th edition	
ISBN#: 0-53-869146-8	
BMKT 30101 Principles of Marketing	
A broad perspective of marketing designed to offer the student a basic understanding of what marketing is and how it works, with an approach to marketing management.	
Textbook: Marketing: Principles & Perspectives, 3rd edition	
ISBN#: 0-072-46128-4	
BMKT 30201 Introduction to Retailing	
A course dealing with the retail store, emphasizing the importance of organization, location, store policies and administrative decision making.	
Textbook: Essentials of Retailing	
ISBN#: 0-256-16348-0	
BMKT 30108 Introduction to Global Markets	
Theory and practice of international marketing. Explores international start-up operations and operations of global marketers. Prepares business or marketing major to understand international marketing concepts and strategies.	
Textbook: Principles of Global Marketing, 1st edition	
ISBN#: 0-13-722299-8	
BMKT 30301 Consumer Behavior	
A study of consumer interests, consumer needs, and demands, and an exploration of the cultural, social, and psychological determinants of buying behavior. Emphasis is placed on the behavioral sciences with the aim of providing a basis for the development of marketing strategies.	
Textbook: Consumer Behavior: Buying, Having, and Being-4th edition	
ISBN#: 0-13-795725-4	