



**GREAT FALLS COLLEGE – MSU & MSUB**  
**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**  
**MARKETING OPTION**  
**General Bulletin 2023-2024**

TRANSFER INSTITUTION(S):  
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Name \_\_\_\_\_

Student ID # \_\_\_\_\_

**GENERAL EDUCATION REQUIREMENTS – SEE ATTACHED PAGE FOR SPECIFIC COURSES**

| General Education Category   | Course #  | Credits | Grade | Semester | Equivalent                             |
|--|-----------|---------|-------|----------|--|
| <b>Category I: Global Academic Skills</b> (9 credits)<br>A. Mathematics (3 credits)<br><i>M 143 or STAT 216 – Major requirement</i><br>B. English (3 credits)<br>C. Communication & Information Literacy (3 credits) |           |         |       |          | *<br>M 145, 161, or 171<br>Recommended |
|  | ^WRIT 101 |         |       |          | *<br>WRIT 101                          |
|  |           |         |       |          | *                                      |
| <b>Category II: Natural Sciences</b> (7 credits)<br>2 lectures (6 credits) & 1 lab (1 credit)<br>(1 life science & 1 physical science & 1 lab)   |           |         |       |          | *                                      |
|  |           |         |       |          | *                                      |
|  |           |         |       |          | *                                      |
| <b>Category III: Social Sciences and History</b> (6 credits)<br>A. Social Science (3 credits)<br><i>ECNS 201 or ECNS 202 – Major requirement</i><br>B. History (3 credits)   |           |         |       |          | *                                      |
|  |           |         |       |          | *                                      |
| <b>Category IV: Cultural Diversity</b> (3 credits)   |           |         |       |          | *                                      |
| <b>Category V: Arts &amp; Humanities</b> (6 credits)<br>A. Fine Arts (3 credits)<br>B. Humanities (3 credits)  |           |         |       |          | *                                      |
|  |           |         |       |          | *                                      |

A minimum grade of "C-" is required in all General Education courses.

^Business majors must pass all preadmission courses "^" with a grade of "C-" or better prior to taking most 300 or 400 level Business courses. Students must complete all courses required for a Business major with a grade of "C-" or better.

Students should consult with their advisors to determine if specific courses are necessary in order to satisfy the General Education requirements within this program.

Certain courses in this program have prerequisites; students should check the course descriptions in the General Bulletin for required prerequisites.

\* Take GFC MSU courses that are equivalent to MSUB General Education course requirements OR fulfill MUS Core requirements OR earn an AS or AA degree from GFC MSU.

Reviewed:

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## GENERAL EDUCATION REQUIREMENTS

| <b>CATEGORY I: GLOBAL ACADEMIC SKILLS</b>   |            |   | <b>9 credits</b>                     |
|---|------------|---|--------------------------------------|
| <i>Students are required to take one course from each subcategory</i>   |            |   |                                      |
| <b>Subcategory A - Mathematics</b>  |            |   | <b>3 credits</b>                     |
| M   | 105        | Contemporary Mathematics                              | 3                                    |
| M   | 114        | Extended Technical Mathematics                        | 3                                    |
| M   | 121        | College Algebra                                       | 3                                    |
| M   | 122        | College Trigonometry                                  | 3                                    |
| M   | 130        | Mathematics for Elementary Teachers I                 | 3                                    |
| M   | 140        | College Math for Healthcare                           | 3                                    |
| <b>M</b>  | <b>143</b> | <b>Finite Mathematics</b>                             | <b>4</b>                             |
| M   | 161        | Survey of Calculus                                    | 3                                    |
| M   | 171        | Calculus I  | 4                                    |
| STAT  | 141        | Introduction to Statistical Concepts                  | 3                                    |
| <b>STAT</b>   | <b>216</b> | <b>Introduction to Statistics</b>                     | <b>4</b>                             |
| <b>Subcategory B - English</b>  |            |   | <b>3 credits</b>                     |
| <b>WRIT</b>   | <b>101</b> | <b>College Writing I</b>                              | <b>3</b>                             |
| WRIT  | 121        | Introduction to Technical Writing                     | 3                                    |
| WRIT  | 122        | Introduction to Business Writing                      | 3                                    |
| <b>Subcategory C- Communication &amp; Information Literacy</b>  |            |   | <b>3 credits</b>                     |
| BMIS  | 150        | Cyber Security and Electronic Communication           | 3                                    |
| COMX  | 111        | Introduction to Public Speaking                       | 3                                    |
| COMX  | 115        | Introduction to Interpersonal Communication           | 3                                    |
| COMX  | 210        | Communication in Small Groups                         | 3                                    |
| HONR  | 205        | Honors Inquiry and Research                           | 3                                    |
| LSCI  | 125        | Research in the Information Age                       | 3                                    |
| <b>CATEGORY II: NATURAL SCIENCES</b>  |            |   | <b>6 cr. lecture &amp; 1 cr. lab</b> |
| <i>Students are required to take one course from each subcategory and at least one corresponding lab or Integrated Sciences</i> |            |   |                                      |
| <b>Subcategory A – Life Sciences</b>  |            |   | <b>3-4 credits</b>                   |
| BIOB  | 101        | Discover Biology                                      | 3                                    |
| BIOB  | 102        | Discover Biology Lab                                  | 1                                    |
| BIOB  | 121        | Fundamentals of Biology for Allied Health             | 3                                    |
| BIOB  | 122        | Fund of Biology: Evolution, Ecology, and Biodiversity | 3                                    |
| BIOB  | 123        | Fund of Biology: The Nature of Nutrition              | 3                                    |
| BIOB  | 160        | Principles of Living Systems                          | 3                                    |
| BIOB  | 161        | Principles of Living Systems Lab                      | 1                                    |
| SCIN  | 101        | Integrated Science I                                  | 3                                    |
| SCIN  | 102        | Integrated Science I Lab                              | 3                                    |
| <b>Subcategory B – Physical Sciences</b>  |            |   | <b>3-4 credits</b>                   |
| ASTR  | 110        | Introduction to Astronomy                             | 3                                    |
| ASTR  | 111        | Introduction to Astronomy Lab                         | 1                                    |
| CHMY  | 121        | Introduction to General Chemistry                     | 3                                    |
| CHMY  | 122        | Introduction to General Chemistry Lab                 | 1                                    |
| CHMY  | 141        | College Chemistry I                                   | 3                                    |
| CHMY  | 142        | College Chemistry Laboratory I                        | 1                                    |
| GEO   | 101        | Introduction to Physical Geology                      | 3                                    |
| GEO   | 102        | Introduction to Physical Geology Laboratory           | 1                                    |
| GPHY  | 262        | Spatial Sciences Technology & Applications            | 3                                    |
| GPHY  | 263        | Spatial Sciences & Technology Lab                     | 1                                    |
| PHSX  | 103        | Our Physical World                                    | 3                                    |
| PHSX  | 104        | Our Physical World Lab                                | 1                                    |
| PHSX  | 205        | College Physics I                                     | 3                                    |
| PHSX  | 206        | College Physics I Lab                                 | 1                                    |
| SCIN  | 103        | Integrated Science II                                 | 3                                    |
| SCIN  | 104        | Integrated Science II Lab                             | 1                                    |

| <b>CATEGORY III: SOCIAL SCIENCES AND HISTORY</b>                      |            |   | <b>6 CREDITS</b> |
|---|------------|---|------------------|
| <i>Students are required to take one course from each subcategory</i> |            |   |                  |
| <b>Subcategory A – Social Sciences</b>                                |            |   | <b>3 credits</b> |
| BGEN  | 105        | Introduction to Business                    | 3                |
| COMX  | 106        | Communicating in a Dynamic Workplace        | 3                |
| <b>ECNS</b>   | <b>201</b> | <b>Principles of Microeconomics</b>         | <b>3</b>         |
| <b>ECNS</b>   | <b>202</b> | <b>Principles of Macroeconomics</b>         | <b>3</b>         |
| EDU   | 105        | Education and Democracy                     | 3                |
| GPHY  | 141        | Geography of World Regions                  | 3                |
| HTH   | 110        | Personal Health and Wellness                | 3                |
| PSCI  | 210        | Introduction to American Government         | 3                |
| PSCI  | 220        | Introduction to Comparative Government      | 3                |
| PSYX  | 100        | Introduction to Psychology                  | 3                |
| SOCI  | 101        | Introduction to Sociology                   | 3                |
| SOCI  | 201        | Social Problems                             | 3                |
| <b>Subcategory B - History</b>  |            |   | <b>3 credits</b> |
| HSTA  | 101        | American History I                          | 3                |
| HSTA  | 102        | American History II                         | 3                |
| HSTR  | 159        | World History to 1500 CE                    | 3                |
| HSTR  | 160        | Modern World History                        | 3                |
| PSCI  | 230        | Introduction to International Relations     | 3                |
| <b>CATEGORY IV: CULTURAL DIVERSITY</b>                                |            |   | <b>3 credits</b> |
| ANTY  | 220        | Culture and Society                         | 3                |
| ARTH  | 160        | Global Visual Culture                       | 3                |
| COMX  | 212        | Introduction to Intercultural Communication | 3                |
| GPHY  | 121        | Human Geography                             | 3                |
| HTH   | 270        | Global Health Issues                        | 3                |
| LIT   | 230        | World Literature                            | 3                |
| MUSI  | 207        | World Music                                 | 3                |
| NASX  | 105        | Introduction to Native American Studies     | 3                |
| NASX  | 205        | Native Americans in Contemporary Society    | 3                |
| REHA  | 201        | Introduction to Diversity in Counseling     | 3                |
| RLST  | 170        | The Religious Quest                         | 3                |
| SPNS  | 150        | The Hispanic Tradition                      | 3                |
| WGSS  | 274        | Women, Culture, and Society                 | 3                |
| <b>CATEGORY V: ARTS &amp; HUMANITIES</b>                              |            |   | <b>6 credits</b> |
| <i>Students are required to take one course from each subcategory</i> |            |   |                  |
| <b>Subcategory A – Fine Arts</b>                                      |            |   | <b>3 credits</b> |
| ARTZ  | 105        | Visual Language-Drawing                     | 3                |
| ARTZ  | 106        | Visual Language-2-D Foundations             | 3                |
| ARTZ  | 108        | Visual Language-3-D Foundations             | 3                |
| ARTZ  | 131        | Ceramics for Non-majors                     | 3                |
| CRWR  | 240        | Intro Creative Writing Workshop             | 3                |
| FILM  | 160        | Introduction to World Cinema                | 3                |
| LIT   | 270        | Film & Literature                           | 3                |
| MUSI  | 101        | Enjoyment of Music                          | 3                |
| MUSI  | 114        | Band: MSUB Symphonic                        | 1                |
| MUSI  | 131        | Jazz Ensemble I: MSUB                       | 1                |
| MUSI  | 147        | Choral Ensemble: University Chorus          | 1                |
| PHOT  | 154        | Exploring Digital Photography               | 3                |
| THTR  | 101        | Introduction to Theatre                     | 3                |
| <b>Subcategory B - Humanities</b>                                     |            |   | <b>3 credits</b> |
| ARTH  | 150        | Introduction to Art History                 | 3                |
| HONR  | 111        | Perspectives and Understanding              | 3                |
| LIT   | 110        | Introduction to Literature                  | 3                |
| LIT   | 213        | Montana Literature                          | 3                |
| PHL   | 110        | Introduction to Ethics                      | 3                |
| PHL   | 111        | Philosophies of Life                        | 3                |
| PHL   | 254        | People and Politics                         | 3                |

| Course                        |     |  | Credits | Grade | Semester | Equivalent                 |
|-------------------------------|-----|--|---------|-------|----------|----------------------------|
| <b>Required Business Core</b> |     |  |         |       |          |                            |
| *WRIT                         | 101 | College Writing I                      | 3       |       |          | WRIT 101                   |
| *^M                           | 143 | Finite Mathematics                     | 4       |       |          | M 145, 161, or 171         |
| WRIT                          | 220 | Business & Professional Writing        | 3       |       |          | WRIT 122, 220, or BMGT 205 |
| *^STAT                        | 216 | Introduction to Statistics             | 4       |       |          | STAT 216                   |
| *^ECNS                        | 201 | Principles of Microeconomics           | 3       |       |          | ECNS 201                   |
| *^ECNS                        | 202 | Principles of Macroeconomics           | 3       |       |          | ECNS 202                   |
| ^ACTG                         | 201 | Principles of Financial Accounting     | 3       |       |          | ACTG 201                   |
| ^ACTG                         | 202 | Principles of Managerial Accounting    | 3       |       |          | ACTG 202                   |
| BFIN                          | 322 | Business Finance                       | 3       |       |          |                            |
| BGEN                          | 235 | Business Law                           | 3       |       |          | BGEN 235                   |
| ^BGEN                         | 240 | Introduction to Business Data Analysis | 3       |       |          |                            |
| BGEN                          | 315 | Applied Business Decisions             | 3       |       |          |                            |
| BMGT                          | 322 | Operations Management                  | 3       |       |          |                            |
| BMGT                          | 335 | Management and Organization            | 3       |       |          |                            |
| BMIS                          | 311 | Management and Information Systems     | 3       |       |          |                            |
| BMKT                          | 325 | Principles of Marketing                | 3       |       |          |                            |
| BGEN                          | 499 | Capstone                               | 3       |       |          |                            |

*^Business majors must pass all preadmission courses with a grade of “C-” or better prior to taking most 300 and 400 level Business courses. Students must complete all courses required for a Business major with a grade of “C-” or better.  
\*May satisfy General Education requirements.*

#### Marketing Option Requirements

|      |     |                                     |   |  |  |  |
|------|-----|-------------------------------------|---|--|--|--|
| BMKT | 337 | Consumer Behavior                   | 3 |  |  |  |
| BMKT | 342 | Marketing Research                  | 3 |  |  |  |
| BMKT | 343 | Integrated Marketing Communications | 3 |  |  |  |
| BMKT | 411 | Services/Relationship Marketing     | 3 |  |  |  |
| BMKT | 420 | Integrated Online Marketing         | 3 |  |  |  |
| BMKT | 436 | Sales and Sales Management          | 3 |  |  |  |
| BMKT | 449 | Strategic Marketing Management      | 3 |  |  |  |

#### Restricted Electives

Select **three** upper division (300-400 - level) Business courses in consultation with an advisor

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|--|--|--|--|--|--|--|
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**Electives**

The number of courses a student elects to take that fulfill both General Education requirements and the major requirements will determine the total number of elective credits required for the degree.

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**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION – MARKETING OPTION**

| <b>Categories</b>              | <b>Credits</b> | <b>Earned</b> | <b>Remaining</b> |
|--------------------------------|----------------|---------------|------------------|
| General Education Requirements | 31             | _____         | _____            |
| Required Business Core         | 50             | _____         | _____            |
| Marketing Option Requirements  | 21             | _____         | _____            |
| Restricted Electives           | 9              | _____         | _____            |
| Electives (variable)           | V              | _____         | _____            |
| Total                          | 120            | _____         | _____            |

*The total number of courses a student elects to take that fulfill both the General Education requirements and the major requirements will determine the total number of elective credits required for the degree. Electives should be chosen in consultation with an academic advisor*

**It is the student’s responsibility to know and meet the requirements for graduation.  
A minimum of 36 credits must be upper division classes (300 and above).**

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**Notes:**