

Sample 4-year Guided Pathway for
Bachelor of Science in Business Administration Concentration in Marketing

Last revised 2023-2024

*This is **ONLY a sample** degree plan. Please meet with your academic advisor prior to registration to formulate your own plan, and for additional information refer to the [academic catalog](#).*

Courses in Bold are required per Concentration, while those in Italics are recommended.

**If you were placed into foundational Writing and/or Mathematics courses based on your placement and/or test scores, please consult with your academic advisor to develop a degree plan.*

Year	Fall Semester	Spring Semester
1st	GE WC&IL 1 3	GE WC&IL 2 3
	MATH 1130 Pre-Calculus I (GE QA&SR) 3	MATH 1123 Statistics 3
	GE H&P 3	MGMT 2000 Principles of Management 3
	MIS 2000 Info. Tools for Business (GE T&I) 3	ECON 2010 Microeconomics (GE CT& E) 3
	BUS 1000 3	GE CA 3
	Total Credits 15	Total Credits 15
2nd	ACCT 2000 Principles of Accounting I 3	ACCT 2010 Principles of Accounting II 3
	ECON 2015 Macroeconomics (GE T& M) 3	GE AE 3
	BUS 2500 Mathematics for Business 3	COM 3420 Business Communication 3
	GE GC&D 3	GE NW 3
	GE SW 3	MKTG 3000 Principles of Marketing 3
	Total Credits 15	Total Credits 15
3rd	ECON 3020 Managerial Economics 3	MGMT 3061 Business Law & Ethics 3
	MKTG 3100 Consumer Behavior 3	MKTG 3110 Marketing Research 3
	<i>MKTG 3420 International Marketing</i> 3	MGMT 3020 Project Management 3
	FIN 3000 Business Finance 3	MIS 3000 Found. of Information Systems 3
	MGMT 3001 Diversity in the Workforce 3	Unrestricted Elective 3
	Total Credits 15	Total Credits 15
4th	Unrestricted Elective 3	MKTG 4400 Marketing Management 3
	<i>MKTG 3630 Retail Management</i> 3	MGMT 4001 Business Strategy & Policy 3
	Internship/ Coursera 3	<i>MKTG 3620 Services Marketing</i> 3
	MKTG 3700 Electronic Marketing 3	Unrestricted Elective 3
	Unrestricted Elective 3	Unrestricted Elective 3
	Total Credits 15	Total Credits 15

***This schedule is only a suggestion; make sure you understand the necessary prerequisites for each course and consult with your Academic Advisor. Course availability subject to change; actual degree audits may change depending on course availability in a given semester.*

Baccalaureate Requirements

- Total Degree Credits Required = 120 credits of which a minimum of 36 are Upper-Division Credits (level 3000 and above)
- Completion of Major Requirements (*as indicated above*)
- Completion of General Education Requirements (*as indicated above*)

- Cumulative GPA of at least 2.0; Major GPA of at least 2.0
- Residency Requirements: 12 credits of major coursework and 24 of the last 30 credits immediately preceding graduation
(*Service member's Opportunity College students please see your academic advisor*)

For more information on our General Education curriculum please refer to our Academic Catalog or visit:

<https://www.hpu.edu/gened/index.html>



General Education Curriculum

This is a general education worksheet that illustrates our general education curriculum requirements for any of our Bachelor's degree programs. Please utilize this worksheet in addition to the Sample Degree Plans to identify the GE categories and their offerings.

Hawaii & the Pacific (GE H&P)		Quantitative Analysis & Symbolic Reasoning (GE QA&SR)	
AL 1050	Languages in the Pacific	CSCI 1534	Data, Financial Literacy, and its Visual Presentation
ARTH 1001	Arts of Oceania	MATH 1120	Mathematics in the Modern World
BIOL 2170	Ethno-biology: People and Plants	MATH 1123	Statistics
ENG 1101	Representations of Pacific Life	MATH 1130	Pre-Calculus I
HAWN 1100	Beginning Hawaiian I	MATH 1150	Pre-Calculus I & II
HIST 1558	Living History of Hawaii	MATH 2214	Calculus I
PHIL 1001	Philosophies of Hawaii & the Pacific	PHIL 2090	Principles of Logic
		PSY 1100	Probabilistic Thinking
Written Communication & Information Literacy I (GE WC&IL 1)		Written Communication & Information Literacy II (GE WC&IL 2)	
WRI 1100	Analyzing & Writing Arguments	WRI 1200	Research, Argument & Writing
WRI 1150	Literature & Argument	WRI 1250	Introduction to Research in the Humanities
American Experience (GE AE)		Creative Arts (GE CA)	
AMST 2000	Topics in American Studies	ARTH 2301	World Art History
HIST 1401	American Stories: Themes in American Hist. to 1877	ARTS 1000	Intro. to Visual Arts
HIST 1402	Intro. to American History since 1865	ARTS 2150	Intro. to Design
HUM 1270	Intro. to Gender & Women's Studies	ENG 2000	The Art of Literature
PADM 1000	Intro. to Leadership in America	MUS 1000	Intro. to Classical Music
PHIL 2500	Ethics in America	MUS 2101	Music in World Culture
PSCI 1400	American Politics	THEA 2320	Acting I: Basic Acting for Stage & Screen
SOC 1000	Introduction to Sociology	WRI 2601	Intro. to Creative Writing
Critical Thinking & Expression (GE CT&E)		Global Crossroads & Diversification (GE GC&D)	
COM 1000	Intro. to Communication Skills	AL 2000	Intro. to Linguistics
COM 2000	Public Speaking	ANTH 2000	Cultural Anthropology
ECON 2010	Principles of Microeconomics	GEOG 1500	World Regional Geography
ENG 2100	Ways of Reading: Film, Literature & Culture	HIST 1002	Global Crossroads: 1500 to Present
GEOG 2000	Visual Human Geography	INTR 1000	The International System
HIST 1717	Reacting to the Past	MULT 2000	Intro. to Cinema Studies
PSY 1000	Intro. to Psychology	PH 2060	Comparative Healthcare Systems
		REL 1000	Intro. to World Religions
Natural World (GE NW)		Sustainable World (GE SW)	
BIOL 1000	Intro. Biology	AQUA 1200	Global Aquaculture for Food Security & Conservation
CHEM 1000	Intro. Chemistry	ARTS 1003	Sustainable Art & Design
CHEM 2050	General Chemistry I	BIOL 1500	Conservation Biology
GEOG 1000	Intro to Physical Geography	ENVS 1000	Intro. to Environmental Science
GEOL 1000	The Dynamic Earth	ENVS 1030	Tropical Ecology & Sustainability
MARS 1000	Intro. Oceanography	HIST 3650	History of Oil in the Modern World
MARS 2110	Ocean Env. Of the Pacific Island (Summer/SE)	MARS 1500	Marine Biology and the Global Ocean
PHYS 1020	Astronomy	SWRK 2010	Social Sustainability, Social Work & Entrepreneurship
Technology & Innovation (GE T&I)		Traditions & Movements that Shape the World (GE T&M)	
CSCI 1041	Digital Literacy in a Global Society	AL 1100	Language, Power, and Identity
CSCI 1061	Mobile Technology for the 21 st Century	CLST 1000	Great Books East and West
CSCI 1555	Health Information Systems	ECON 2015	Principles of Macroeconomics
CSCI 1611	A Gentle Intro. to Computer Programming	ENG 2500	World Literature
HIST 2630	The History of Science & Technology	HIST 1001	Traditions & Encounters: World Cultures to 1500
MATH 1234	Intro. to Cryptology	PH 1200	Intro. to Public Health Professions
MIS 2000	Information Tools for Business	PSCI 2000	Intro. to Politics
MULT 1100	Foundations of Multimedia Production	SOC 2600	Peace Studies

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