



Business Administration Major - Marketing Concentration

BUS A GPA Requirement: minimum of 2.5 GPA in all BUS A coursework

	Fall Term	J-term	Spring Term	Comments
First Year	BUSA 201 Math 128 or 151 FYEP 101 FTWL 100 PLUS 100	GEN ED	BUSA 2xx or 3xx* BUSA 2xx or 3xx* STAT 231 or ECON 101 FYEP 102	32 credits per year are necessary to graduate in 4 years *BUSA 202, 203, 302, 303, 305, 308, 309 or 310; (check course offerings)
Sophomore Year	BUSA 2xx or 3xx* BUSA 2xx or 3xx* ECON 101 or STAT 231 GEN ED	<i>Study Away</i>	BUSA 2xx or 3xx* BUSA 2xx or 3xx* GEN ED GEN ED FTWL	* BUSA 202, 203, 302, 303, 305, 308, 309 or 310; (check course offerings)
Junior Year	BUSA 2xx or 3xx* BUSA 2xx or 3xx* PHIL 225 BUSA 363		Marketing Concentration Elective** GEN ED GEN ED GEN ED	*BUSA 202, 203, 302, 303, 305, 308, 309 or 310; (check course offerings) **BUSA 361 or 460
Senior Year	BUSA 467 GEN ED Elective Elective		BUSA 499 BUSA 468 BUSA 495 <i>(Recommended)</i> Elective	

This advising guide is for advising purposes only and does not denote a contract with the student or Pacific Lutheran University. Many programs have specific deadlines for application or declaration; contact the department or program chair for information. This information is accurate as of May 26, 2022; please check with your program chair for updates to the program. The university reserves the right to make necessary changes at its discretion.

General education course requirements are listed assuming that major classes will not count toward the general education course requirements. If a course counts towards a major and a general education requirement (e.g. PSYC 101 if the student is a psychology major), students will still need

to take enough courses (shown here as electives) to reach the 128 credits needed to graduate.

Business Degree Requirements

- An overall minimum grade point average of 2.50
- A minimum 2.50 grade point average separately in business courses
- C- minimum grade in all business and supplemental foundation courses
- At least 55 semester hours business, including 16 semester hours of business electives

General Degree Requirements

- A minimum of 128 semester hours must be completed with a GPA of 2.00 or higher
- In addition to the requirements of this major, students must complete all other requirements of the University as listed in the catalog
- At least 8 semester hours for the major must be taken in residence at PLU.
- You can view your general education requirements on your CAPP report on Banner or on the [Academic Requirements catalog](#)