

Major Academic Plan (MAP)

Associate in Arts and Science

BAB in Marketing

Department of Business Administration

College of Business and Public Administration (CBPA)

Why study marketing?

The marketing department of a firm plays a pivotal role assisting management in adapting decisions and strategies to an ever-changing society. Eastern's marketing curriculum includes market research, product planning, pricing decisions, advertising, sales promotion, and sales management.

CBPA Coordinator:

Dustin Semb
Riverpoint Campus
509.828.1499
dsemb@ewu.edu

Career Opportunities

The marketing program opens dynamic career possibilities in a broad spectrum of industries and services. Professional marketers are the link between a company and its customers.

Sample Careers

Sales Force Manager
Market Research Analyst
Promotions Manager

Business Program Advisors

Von Astudillo – Cheney Campus
Senior Academic Advisor (CBPA/CHSPH)
307 Monroe Hall, Cheney, WA 99004
509-359-4709

Lane Hopkins – Spokane Campus
Academic Advisor (CBPA/CHSPH)
668 N. Riverpoint Blvd, SEWC 101E
Spokane, WA 99202
509-828-1392

509.359.7033



EASTERN WASHINGTON UNIVERSITY

■ start something **big**

AA-DTA Degree Requirements with Suggested Classes that Fulfill EWU Prerequisites/Requirements

PIERCE COLLEGE COURSES	E.W.U. COURSE EQUIVALENT
COMMUNICATION SKILLS (10 credits)	
ENGL& 101 English Composition I (5)	ENGL 101 College Composition: Exposition and Argument (5)
ENGL& 102 English Composition II (5)	ENGL 201 College Composition: Analysis, Research, Document (5)
QUANTITATIVE SKILLS (5 credits)	
MATH& 142 Precalculus II (5) or MATH 147 Business Precalculus (5) or MATH& 151 Calculus I (5)	MATH 142 Precalculus II (5) or MATH 200 or MATH 161 Calculus I (5)
HUMANITIES (15 credits)	
Consult your advisor for course options.	
HUMANITIES PERFORMANCE/SKILLS (5 credits Maximum)	
Consult your advisor for course options.	
SOCIAL SCIENCES (15 credits)	
ECON& 201 Microeconomics (5)	ECON 200 Intro to Microeconomics (5)
NATURAL SCIENCES (15 credits)	
Consult your advisor for course options.	
GENERAL TRANSFERABLE ELECTIVES (15 credits)	
BUS& 201 Business Law (5)	ACCT 261 Business Law (4)
ECON& 202 Macroeconomics (5)	ECON 201 Intro to Macroeconomics (5)
GENERAL ELECTIVES (15 credits)	
EDUC& 202 Into to Education (5)	EDUC 201 Into to Education (3)
ACCT& 201 Principles of Accounting I (5) and ACCT& 202 Principles of Accounting II (5)	ACCT 251 Principles of Financial Accounting (5)

The courses listed below transfer to satisfy EWU Graduation Requirements and can be taken before or during the major program

Cultural Diversity (4 quarter credit minimum) •

- SOC 220 Gender Roles in Society (5)
- ANTH& 210 Indians of North America (5)
- ANTH& 106 American Mosaic (5)
- ANTH& 216 Northwest Coast Indians (5)
- ANTH 240 Women in Cross-Cultural Perspective (5)
- CMST 105 Intercultural Communication (5)
- HUM 105 Black Thought and Culture (5)
- HUM 106 Ethnic Thought and Culture (5)

International Studies (4 quarter credit minimum)

- BUS 245 Global Business (5)
- GEOG 160 World Regional Geography – the Non-Western World (5)
- HIST 260 History of Russia and the USSR (5)
- HIST 265 History of Latin America Since 1810 (5)
- HIST 270 Introduction to the Far East (5)
- HIST 280 Introduction to Chinese Civilization (5)
- HIST 287History of Japan Since Antiquity (5)
- HUM 240 World Religions (5)
- INTS 107 Introduction to International Studies (5)
- POLS& 203 International Relations (5)
- SOC 212 Death, Dying and Bereavement (5)
- SOC& 201 Social Problems (5)

