

University of the Incarnate Word®

Bachelor of Science in Business Administration in Social Marketing

School of Professional Studies

PROGRAM OVERVIEW

The Bachelor of Science in Business Administration degree program's goal is to develop in each student a broad understanding of how the elements and processes of business organizations relate to one another and to the external environment. Degree requirements are designed to develop proficiency and confidence in the functional areas of business. In addition to providing the technical skills required for a professional-level business position, the ethical considerations of business are emphasized. The social marketing concentration is designed for students planning to assume managerial responsibilities in social marketing, media and consumer research.

PROGRAM FORMAT

- 120 credit hours
- 8-week terms with six start dates
- 100% online
- Some classes available in-person

QUICK FACTS

- No application fees
- Reduced tuition and no academic fees
- Special discounts for active-duty military, veterans, DoD and active-duty dependents
- FREE e-books for undergraduates and active-duty military
- Resources online and on campus to keep you on track

ACCREDITATION

The Bachelor of Science in Business Administration program of the UIW School of Professional Studies is fully accredited by the Accreditation Council for Business Schools and Programs (ACBSP). The University of the Incarnate Word is accredited by the Southern Association of Colleges and Schools Commission on Colleges.

CONTACT

UIW SPS Admissions

(210) 757-0202 or (800) 318-1876

eapadmission@uiwtx.edu

YOUR
JOURNEY
OUR
MISSION



B.S. in Business Administration

COURSES

Year I

Term I	ENGL 1311 Composition I (3 Hours)	DWHP 3300 Dimensions of Wellness (3 Hours)
Term II	ENGL 1312 Composition II (3 Hours)	COMP 1301 Computer Literacy (3 Hours)
Term III	ENGL 2310 World Literature (3 Hours)	BIS 2321 Management of Information Systems (3 Hours)
Term IV	Social Science (3 Hours)	RELS 1325 Religious Quest (3 Hours)
Term V	PHIL 1381 Introduction to Philosophy (3 Hours)	Fine or Applied Arts (3 Hours)
Term VI	MATH 1304 College Algebra (3 Hours)	Natural Science w/ Lab (4 Hours)

Year 2

Term I	MSC 3370 Statistical Analysis of Business (3 Hours)	History (3 Hours)
Term II	MSC 3371 Models of Management Sciences (3 Hours)	Language I (3 Hours)
Term III	ACC 2311 Financial Accounting (3 Hours)	Language II (3 Hours)
Term IV	ACC 2312 Managerial Accounting (3 Hours)	General Elective (3 Hours)
Term V	ECN 2301 Macroeconomics (3 Hours)	3000 or 4000 Level Religious Studies or Philosophy (3 Hours)
Term VI	ECN 2302 Microeconomics (3 Hours)	MGT 3340 Concepts and Functions of Management (3 Hours)

Year 3

Term I	MKT 3320 Public Relations (3 Hours)	MKT 3331 Introductory Marketing Concepts and Strategies (3 Hours)
Term II	MKT 3353 Social Media (3 Hours)	BLW 3317 Legal Aspects of Business (3 Hours)
Term III	MKT 3355 Marketing on the Internet (3 Hours)	FIN 3321 Business Finance (3 Hours)
Term IV	MKT 3377 Marketing and Buyer Behavior (3 Hours)	GLB 3331 Analysis of Global Business Opportunities (3 Hours)
Term V	MKT 4390 Managerial Functions of Marketing (3 Hours)	MKT 4365 Web Analytics (3 Hours)
Term VI	MKT 4375 Application of Market Research (3 Hours)	General Elective (3 Hours)

Year 4

Term I	General Elective (3 Hours)	General Elective (3 Hours)
Term II	General Elective (3 Hours)	MGT 4375 Business Policy and Strategy (3 Hours)

* Indicates Major Courses

Total requirements must meet 120 credit hours to be eligible for graduation and 45 hour residency requirement.

All students must have documented 45 hours of community service to graduate.



SCHOOL of PROFESSIONAL STUDIES