



Bachelor of Science (B.S.) in Business Administration:

Social Media Marketing Concentration

Program Plan File (PPF)

Category I

Degree Requirements	Required Credits	CCAF Transfer Credits	Centenary University (CU) Credits
Business Administration Major – Management Concentration	70	12	56¹
ACC-2101: Principles of Accounting I	4		4
ACC-2102: Principles of Accounting II	4		4
BUS-1005: Business Applications	2	3 ²	
BUS-1010: Principles of Management	4	3 ³	
BUS-1050: Social Responsibility in Bus.	4		4
BUS-2010: Principles of Marketing	4		4
BUS-2020: Management Info. Systems	4	3 ²	
BUS-2030: Principles of Finance	4		4
BUS-3010: Business Law	4		4
BUS-3020/BUS-1502: Business Statistics	4		4
BUS-3030: Organizational Behavior	4	3 ³	
BUS-4010: Business Strategy	4		4
ECO-1001: Economics	4		4
BUS-2050: Social Media Marketing	4		4
BUS-3045: Digital Advertising	4		4
BUS-3055: Digital Analytics	4		4
BUS-4050: Social Media Strategy & Consulting	4		4
Business Electives	4		4
CU Core Requirements	40	15	4
BUS-1105: Saving the World	4		W ⁴
SPS-1205: Nature of Work/Wellness	4		W
WRI-1001: Comp. & Rhetoric I <i>or</i> WRI-1002: Comp. & Rhetoric II	4	3	W
WRI-1002: Comp. & Rhetoric II <i>or</i> WRI-2012: Advanced Composition	4	3	
COM-2001: Public Speaking	4		W
STEM Course I	4	3	W
STEM Course II: MTH-1501: Statistics I	4		4 ⁵
Cultural Understanding in a Global Context Course	4	3	W
Community & Responsibility Course	4		W
Creative Expression & Creative Self Course	4	3	W
Electives	10	33⁶	0
Free Electives	10	33	W
Total Credits Required to Earn Bachelor of Science (B.S.) in Business Administration: Management Concentration	120	60	60



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Notes:

¹The difference in required credits is due to the varying number of credits per course between CCAF and Centenary University (CU). Three-credit CCAF courses fulfill the requirement for course *content* in four-credit Centenary courses.

²This CU course is fulfilled by one of two CCAF Computer Science transfer courses.

³This CU course is fulfilled by one of two CCAF Leadership, Management, & Military Studies transfer courses.

⁴W refers to a waived course; CU Core requirements are waived for students with Associate Degrees from schools with which Centenary University has an agreement

⁵Statistics I cannot be waived, as it is a prerequisite for Business Statistics

⁶Remaining CCAF transfer credits will apply towards *some* of the free elective requirements and *may* apply towards other required courses. Any Centenary University course may be selected from the catalog and course schedule to be used as electives, provided that they are not used to satisfy other program requirements. Free elective credit cannot be granted for courses for which the student has already received credit by examination, has received a passing grade in a comparable course, or has transferred in credit for a comparable course.

B.S. in Business Administration Degree Requirements:

- Must successfully complete a minimum of 120 credit hours.
- A minimum of 30 credits must be taken at Centenary University.
- Must maintain an overall cumulative GPA of 2.00 or above.
- All graduates must have a minimum 2.0 GPA in their major(s).
- Credits can only be shared between the core and the major. Shared credits within the core requirements is not allowed.