

STUDENT:



STUDENT ID NUMBER:

COLLEGE OF BUSINESS • BSBA • MARKETING

Program Number: 41042

Version Number: **20123**

Effective Date: FALL 2011

MARKETING PROGRAM

V. MAJOR PROGRAM (60 credits)	RC	CR	GR
A. Business Core (15 credits):			
1. ACC 121 Financial Accounting	3		
2. ACC 122 Managerial Accounting ¹	3		
3. BUS 120 Business Statistics ^{1,2}	3		
4. BUS 131 Business Law I	3		
5. BUS 171 Business Information Systems	3		
B. Business Common Courses (18 credits):			
1. MKT 210 Principles of Marketing ¹	3		
2. MGM 210 Principles of Management ¹	3		
3. FIN 350 Financial Management ¹	3		
4. MGM 351 Operations Management ¹	3		
5. MGM 399 Bus. Strategy & Policy ^{1,3}	3		
6. International Elective: Choose any of the following courses: ECO 360, FIN 365, MGM 352, or MKT 370.			
Course:	3		
C. Required Courses (9 credits):			
1. MKT 312 Consumer Behavior ¹	3		
2. MKT 320 Marketing Management ¹	3		
3. MKT 360 Marketing Research ¹	3		
D. Restricted Electives (9 credits): Select from the following courses: MKT 315, MKT 330, MKT 340, MKT 347, MKT 350, MKT 351, MKT 357, MKT 358, MKT 361/MGM 361, MKT 362, MKT 370, MKT 371, MKT 379, or BUS 390.			
COURSE:	3		
COURSE:	3		
COURSE:	3		
E. Business and/or Free Electives (9 credits): Any course in the Department of Business Administration, or any university course that counts toward graduation.			
COURSE:	3		
COURSE:	3		
COURSE:	3		

VI. CONCOMITANT COURSES ⁴	RC	CR	GR	CAC
A. Required Economics				
ECO 011 ^{4,5}	X	X		
ECO 012 ^{4,5}	X	X		
B. Required Mathematics				
MAT 105 and 121; or ^{4,6}	X	X		
MAT 121 and 122 or 140 ^{4,6}	X	X		

IMPORTANT NOTES:

To begin upper division (300 level) study in Business Administration, students must complete the following seven courses. They must obtain at least a 2.00 average in all seven courses. They must obtain at least a 2.00 average in all courses at the university. At that time, students must declare their major in DF 233.

COURSE	GRADE	COURSE	GRADE	COURSE	GRADE
ACC 121		BUS 120		ECO 011	
ACC 122		BUS 131		ECO 012	
		BUS 171			

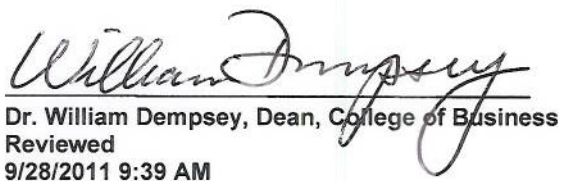
GRADUATION REQUIREMENTS

Minimum 120 semester hours.	yes	no
Minimum QPA of 2.0 in major.	yes	no
Minimum QPA of 2.0 overall.	yes	no
NOTE: A double major in BSBA will require more than 120 credits to graduate.		

NOTES: If you register for a course without the prerequisites you will be dropped from the course.

MKT 210 is a prerequisite for all upper level Marketing courses.

- Prerequisites must be satisfied. Check course catalog for prerequisites.
- Prerequisite: Minimum grade of a "C" in MAT 105 or a "C" in a higher level math course.
- MGM 399 should be taken during the student's last semester.
- Credits only count on the general education side. They cannot be double counted in business. They are listed here only for advising purposes.
- Fulfills 6 general education requirements in IV. B.
- Fulfills general education requirements in I.C. and IV. A.


 Dr. William Dempsey, Dean, College of Business
 Reviewed
 9/28/2011 9:39 AM

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GENERAL EDUCATION

I. UNIVERSITY CORE (12 credits)	RC	CR	GR	
A. Oral Communication: SPE 010 or above				
COURSE:	3			
B. Written Communication: ENG 023, 024, or 025				
COURSE:	3			
C. Mathematics:				
COURSE: MAT 121	3			
D. Wellness: HEA 110 + activity; or 3-credit Wellness course				
COURSE:	3			
II. UNIVERSITY DISTRIBUTION (15 credits)	RC	CR	GR	CAC
A. Natural Sciences: Any lab or non-lab course with prefix AST, BIO, CHM, ENV, GEL, MAR, or PHY; or certain GEG courses (see note at right)				
COURSE:	3			
B. Social Sciences: Any course with prefix ANT, CRJ, ECO, HIS, INT, MCS, PSY, POL, SOC, or SWK; or certain GEG courses (see note at right)				
COURSE:	3			
C. Humanities: Any course with prefix ENG, HUM, PAG, PHI, WRI, WST, or Modern Language				
COURSE:	3			
D. Arts: Any course with prefix ARC, ARH, ART, CDE, CDH, CFT, DAN, FAR, FAS, MUP, MUS, or THE				
COURSE:	3			
E. Free Elective: Any course carrying university credit				
COURSE:	3			

III. COMPETENCIES ACROSS THE CURRICULUM	RC	CR	GR	CAC
A. Writing Intensive (WI) (9 credits)				
COURSE:	3	X	X	WI
COURSE:	3	X	X	WI
COURSE:	3	X	X	WI
B. Quantitative Literacy (QL) (3 credits) 				
Computer-Intensive (CP) (3 credits)				
COURSE:	3	X	X	
C. Visual Literacy (VL) (3 credits) 				
Communication-Intensive (CM) (3 credits)				
COURSE:	3	X	X	
D. Cultural Diversity (CD) (3 credits)				
COURSE:	3	X	X	CD
E. Critical Thinking (CT) (3 credits)				
COURSE:	3	X	X	CT

A Competency Across the Curriculum (CAC) course is not a separate course, but rather an overlay that is "double counted" as fulfilling both the CAC requirement and another requirement in either General Education (except for the University Core), the major, or the minor.

RC = Minimum required number of credits
 CR = Credits earned (fill in number of credits)
 GR = Grade earned (fill in letter grade)
 CAC = Competency Across the Curriculum (fill in designation)

NOTE: GEG courses with a lab and 040, 322, and 323 may be used in II.A. and GEG courses 040, 204, 274, 305, 322, 323, 324, 347, 380, and 394 may NOT be used in II.B.

IV. COLLEGE DISTRIBUTION* (33 credits)	RC	CR	GR	CAC
A. Natural Science or Mathematics (3 credits)				
1. Elective: MAT 105, 122, or 140				
COURSE:	3			
B. Social Science (9 credits): Any course with prefix ANT, CRJ, ECO, GEG (see note below), HIS, INT, MCS, PSY, POL, SOC, SWK, PED 205, PED 226, or PED 270				
1. Elective				
COURSE: ECO 011 MACRO-ECONOMICS	3			
2. Elective				
COURSE: ECO 012 MICRO-ECONOMICS	3			
3. Elective				
COURSE:	3			

NOTE: GEG courses with a lab and 040, 322, and 323 may be used in IV.A. and GEG courses 040, 204, 274, 305, 322, 323, 324, 347, 380, and 394 may NOT be used in IV.B.

	RC	CR	GR	CAC
C. Humanities (6 credits)				
1. Elective: Any course with prefix ARC, ARH, ART, CDE, CDH, CFT, DAN, ENG, FAR, FAS, HUM, MUP, MUS, PAG, PHI, SPE, THE, WRI, WST, Modern Language, or PED 295				
COURSE:	3			
2. Elective: Any course with prefix ARC, ARH, ART, CDE, CDH, CFT, DAN, ENG, FAR, FAS, HUM, MUP, MUS, PAG, PHI, SPE, THE, WRI, WST, Modern Language, or PED 295				
COURSE:	3			
D. Free Electives (15 credits): Select any university course; however, no business courses can be used in this category.				
COURSE:	3			
COURSE:	3			
COURSE:	3			
COURSE:	3			

* Students in specific majors in the College of Business may have specific course requirements that fall under College Distribution requirements. Students should consult the major checksheets and/or their advisors prior to course registration.

BSBA Marketing Major – Version 20123

Recommended Course Sequence

SEMESTER 1
<ul style="list-style-type: none">• BUS 131 or BUS 171• MAT 105 or MAT 121• ECO 011 or ECO 012• ENG COMP or SPE 010• Social Science Requirement

SEMESTER 2
<ul style="list-style-type: none">• BUS 131 or BUS 171• MAT 121 or MAT 122• ECO 011 or ECO 012• ENG COMP or SPE 010• Arts Requirement

SEMESTER 3
<ul style="list-style-type: none">• ACC 121• BUS 120• Social Science Requirement• Humanities Requirement• General Education Free Elective

SEMESTER 4
<ul style="list-style-type: none">• ACC 122• MGM 210• MKT 210• Natural Science Requirement• General Education Free Elective

SEMESTER 5
<ul style="list-style-type: none">• MKT 312 or MKT 360• FIN 350 OR MGM 351• International Elective – ECO 360, FIN 365, MGM 352, or MKT 370• Wellness Requirement• Humanities Requirement

SEMESTER 6
<ul style="list-style-type: none">• MKT 312 or MKT 360• MKT Restricted Elective• FIN 350 or MGM 351• General Education Free Elective• Humanities Requirement

SEMESTER 7
<ul style="list-style-type: none">• MKT 320• MKT Restricted Elective• Business/Free Elective• Business/Free Elective• General Education Free Elective

SEMESTER 8
<ul style="list-style-type: none">• MGM 399• MKT Restricted Elective• Business/Free Elective• General Education Free Elective• General Education Free Elective

NOTE: This proposed plan of study advises that a student complete fifteen (15) credit hours per semester for eight (8) semesters, thus enabling the student to complete the one hundred-twenty (120) hours necessary for graduation in four years. **THIS IS ONLY A SUGGESTION.**

Students should meet with their advisors each semester to monitor their progress toward the graduation requirements.