COLLEGE OF BUSINESS BBA - MARKETING MAJOR 2007-2008

NAME _____ Graduation Requirements Checklist

Lower Division (Freshman & Sophomore) Requirements

General Education Requirements

		Grade	Credit
Goal 1:	ENGL 101		
	*ENGL 102		
Goal 2:	*COMM 101		
Goal 3:	MATH 108		
	*MATH 143		
	*MATH 160 OR 130		
Goal 4:	Biological Science with lab		
Goal 5:	Physical Science with lab		
Goal 6:	Fine Arts		
Goal 7:	Literature		
Goal 8:	PHIL 101 or 103		
Goal 9:	U.S. History		
Goal 10A	Other Cultures		
	or		
10B	Foreign Language		
Goal 11:	*ECON 201		
	*ECON 202		
Goal 12:	Social Sciences		

Total Non-Business Credits _____
(Must be 57 or more credits completed outside the College of Business, including General Education Requirements and non-business electives.)

Sophomore Business Core Requirements

C- or better required	Grade	Credit
*ACCT 201 (Prin.)		
*ACCT 202 (Mgr.)		
*BA 200 (Prof. Dev. Seminar I)		
*MGT 216 (Stat)		
MGT 217 (Adv. Stat)		
MGT 261 (Legal Env.)		
COMM 201		

NON-BUSINESS ELECTIVES:

_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		

BUSINESS ELECTIVES:

_____		
_____		
_____		
_____		
MKTG. Internship		

*The courses marked with an asterisk must be completed with a grade of C- or better prior to formal admission to major. Junior & Senior level business courses may not be taken until students earn junior standing (58) credits, gain acceptance as a business major, and file an approved program of Study.

Upper Division (Junior & Senior Requirements)

(Grade of C- or better required)		Grade	Credit
ENGL 308 Business Writing			
College of Business Core Requirements			
CIS 301/BA301	Information Mgt. Systems		
CIS 302/BA302	Information Systems		
FIN 315	Corp. Financial Mgt.		
FIN 317	Investments & Fin. Mkts.		
MGT 312	Indv/Org. Behavior		
MGT 329	Operations/Prod. Mgt.		
MKTG 325	Basic Marketing Mgt.		
MGT 460	Policy & Management		
BA 400	Prof. Dev. Seminar IV		

Total Business Credits _____
Total Non-Business Credits _____
Total Credits _____
GPA _____

MARKETING MAJOR REQUIREMENTS (18 CREDITS)
(Grade of C- or better required)

	Grade	Credit
MKTG 327-Consumer Behavior		
MKTG 353-Marketing Analysis		
MKTG 454-Adv. Mktg. Mgt.		
THREE OF THE FOLLOWING:		
MKTG 350-Personal Selling		
MKTG 367-Mkts. & Segmentation		
MKTG 370-Sales & Sales Mgt.		
MKTG 405-Sales Force Mgt.		
MKTG 421-Services Marketing		
MKTG 426-Marketing Research		
MKTG 428-Marketing Comm.		
MKTG 432-New Product Mgt.		
MKTG 440-Sem. In Int'l Mktg.		
MKTG 465-Int'l Marketing		
MKTG 475-Competitive Intelligence		
MKTG 491-Seminar in Marketing		
MKTG 492-Special Prob. In Mktg.		
MGT 410-Entrepreneurship		
MGT 411-Sm. Bus. & Entre. Pract.		

ALL BUSINESS COURSES FOR THE CORE & MAJOR MUST BE PASSED WITH A GRADE OF C- OR BETTER.

A MINIMUM OF 128 CREDITS IS REQUIRED TO GRADUATE. OF THE 128, AT LEAST 57 CREDITS MUST BE NON-BUSINESS.