COLLEGE OF BUSINESS BBA - MARKETING MAJOR 2011-2012

NAME _____ **Graduation Requirements Checklist**

Lower Division (Freshman & Sophomore) Requirements

General Education Requirements

		Grade	Credit
Goal 1:	ENGL 1101	_____	_____
	*ENGL 1102	_____	_____
Goal 2:	*COMM 1101	_____	_____
Goal 3:	MATH 1108	_____	_____
	*MATH 1143	_____	_____
	*MATH 1160 OR 1130	_____	_____
Goal 4:	Biological Science with lab	_____	_____
Goal 5:	Physical Science with lab	_____	_____
Goal 6:	Fine Arts	_____	_____
Goal 7:	Literature	_____	_____
Goal 8:	PHIL 1101 or 1103	_____	_____
Goal 9:	U.S. History	_____	_____
Goal 10A	Other Cultures	_____	_____
	or		
10B	Foreign Language	_____	_____
Goal 11:	*ECON 2201	_____	_____
	*ECON 2202	_____	_____
Goal 12:	Social Sciences	_____	_____

Total Non-Business Credits _____
(Must be 51 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 2201 (Prin.)	_____	_____
*ACCT 2202 (Mgr.)	_____	_____
*MGT 2216 (Stat)	_____	_____
MGT 2217 (Adv. Stat)	_____	_____
MGT 2261 (Legal Env.)	_____	_____
COMM 2201	_____	_____
NON-BUSINESS ELECTIVES:		
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
BUSINESS ELECTIVES:		
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
MKTG. 3393 Internship	_____	_____

***The courses marked with an asterisk must be completed with a grade of C- or better prior to formal admission to major. Junior level <u>business</u> courses may not be taken until students earn junior standing (58 credits), & gain acceptance as a business major. Senior level courses may not be taken until student files an approved Program of Study. Exceptions are CIS 3301 and MKTG 3325.**

Upper Division (Junior & Senior Requirements)

(Grade of C- or better required)		**Grade**	**Credit**
ENGL 3308	Business Writing	_____	_____
College of Business Core Requirements			
CIS 3301	Information Mgt. Systems	_____	_____
FIN 3315	Corp. Financial Mgt.	_____	_____
FIN 3317	Investments & Fin. Mkts.	_____	_____
MGT 3312	Indv/Org. Behavior	_____	_____
MGT 3329	Operations/Prod. Mgt.	_____	_____
MKTG 3325	Basic Marketing Mgt.	_____	_____
MGT 4460	Policy & Management	_____	_____
MGT 3345	Prof. Dev. Seminar	_____	_____

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

MARKETING MAJOR REQUIREMENTS (18 CREDITS)

(Grade of C- or better required)	**Grade**	**Credit**
MKTG 3327-Consumer Behavior	_____	_____
MKTG 4454-Adv. Mktg. Mgt.	_____	_____
FOUR OF THE FOLLOWING:		
MKTG 3350-Personal Selling	_____	_____
MKTG 3353-Marketing Analysis	_____	_____
MKTG 3370-Sales & Sales Mgt.	_____	_____
MKTG 4405-Sales Force Mgt.	_____	_____
MKTG 4421-Services Marketing	_____	_____
MKTG 4426-Marketing Research	_____	_____
MKTG 4428-Marketing Comm.	_____	_____
MKTG 4432-New Product Mgt.	_____	_____
MKTG 4465-Int'l Marketing	_____	_____
MKTG 4491-Seminar in Marketing	_____	_____
MKTG 4492-Special Prob. In Mktg.	_____	_____
MGT 4410-Entrepreneurship	_____	_____
MGT 4411-Entrepreneurship/ Small Business Practicum	_____	_____
MKTG 4493-Marketing Internship	_____	_____
Others as offered	_____	_____
	_____	_____
	_____	_____

All Business courses for the core and major must be passed with a grade of C- or better. A minimum of 120 credits is required to graduate. Of the 120, at least 51 credits must be on-business.