

Advisor: \_\_\_\_\_

Name: \_\_\_\_\_

Date admitted into Major: \_\_\_\_\_

Transfer credits: \_\_\_\_\_

**BACHELOR OF SCIENCE  
IN BUSINESS ADMINISTRATION**

**MARKETING CONCENTRATION**

**GENERAL EDUCATION CORE REQUIREMENTS**

Competencies			
<input type="checkbox"/>	Basic College Math		
<input type="checkbox"/>	Reading Comprehension		
<input type="checkbox"/>	Computer Literacy		
ENG	101	Composition I	3 _____
ENG	102	Composition II	3 _____
SPC	101	(Public Speaking)	3 _____
SMS	_____	(Health)	3 _____
SMS	_____	(Activity)	.5 _____
SMS	_____	(Activity)	.5 _____
Distribution Sequences (18-20 credits)			
_____	_____	(Lab Science I)	3-4 _____
_____	_____	(Lab Science II)	3-4 _____
HIS	101	World History I	3 _____
HIS	102	World History II	3 _____
_____	_____	(Literature I)	3 _____
_____	_____	(Literature II)	3 _____
Distribution Electives (15 credits)			
Among the distribution electives, the student must earn at least 3 but no more than 9 additional semester hours in each of the three divisions.			
Humanities (Division I)			
_____	_____	_____	_____
_____	_____	_____	_____
Science/Mathematics (Division II)			
*	MAT	108	Finite Mathematics 3 _____
		OR	
*	MAT	208	Business Calculus 3 _____
_____	_____	_____	_____
Social Sciences (Division III)			
*	SOC	201	Intro. to Sociology 3 _____
*	ECO	201	Principles of Macroeconomics 3 _____
_____	_____	_____	_____
(Note: Courses allowable as distribution electives are marked DI, DII, or DIII in the College Catalog.)			
<b>QUANTITATIVE (Q)</b>	_____	<b>DIVERSITY (V)</b>	_____
		<b>WRITING (W)</b>	_____

**COURSES IN MAJOR (54 credits total)**

**Major Core Courses (33 credits)**

BUS	170	Intro. to Business	3	_____
ACC	106	Financial Accounting	3	_____
ACC	202	Managerial Accounting	3	_____
MGT	332	Organizational Behavior	3	_____
MKT	241N	Principles of Marketing	3	_____
BUS	252	Business Law I	3	_____
FIN	322	Financial Management	3	_____
MIS	201	Introduction to Information Systems	3	_____
ODS	362	Quantitative Analysis	3	_____
ODS	433	Operations and Logistics Mgt.	3	_____
BUS	470	Business Policy and Strategy	3	_____

**SUPPORT COURSES (6 CREDITS TOTAL)**

ECO	202	Prin. of Microeconomics	3	_____
ITC	_____	_____	_____	_____

**Major Concentration Courses (21 credits)**

MKT	342	Consumer Behavior	3	_____
MKT	444N	Marketing Management & Strategy	3	_____
MKT	445	International Marketing	3	_____
MKT	543	Marketing Research	3	_____

**And choose three of these Concentration Electives:**

MKT	320	Hospitality Marketing and Sales	3	_____	
MKT	343	Advertising	3	_____	
MKT	344	Retailing	3	_____	
MKT	345	Sales Management	3	_____	
MKT	347	Guerrilla Marketing	3	_____	
MKT	351N	Business Marketing	3	_____	
ODS	467	App. Forecasting Methods for Management	3	_____	
ECO	301	Interm. Macroeconomics	3	_____	
MKT	346	Sports Marketing	3	_____	
MKT	305	Marketing of Services	3	_____	
MKT	360	Nonprofit Marketing	3	_____	
MKT	365	Professional Services Marketing	3	_____	
MKT	466	Special Topics in Marketing	3	_____	
+	MKT	485	Internship in Marketing	3	_____

**+ FREE ELECTIVES or MINOR (12 credits minimum)**

May be necessary to take additional credits to attain the minimum 120 credits required for graduation

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

\* These are **required** support courses which may also be used to satisfy the indicated Distribution requirements. A student may choose to fulfill Distribution requirements with courses other than the ones listed, but these listed courses must still be taken.

Note: If a course is used to satisfy two or more requirements, (for example, a support course and a distribution elective), the credits are counted in only one place. Using a course to satisfy more than one requirement does **not** reduce the total credits required for graduation.

† Students wishing to register for MKT 485 must obtain permission of Department Chairperson.

+ No more than 55 credits, including free electives and/or minor, may be taken in the School of Business.

LEVEL I TO BE COMPLETED IN THE FIRST 30 CREDITS     LEVEL II TO BE COMPLETED IN THE FIRST 53 CREDITS     LEVEL III TO BE COMPLETED BEFORE GRADUATION

Exceptions in the timing of courses will be made for transfer students.