

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.