

Name \_\_\_\_\_

**B.S. in Business Administration - Marketing (120 hours)**

SS# \_\_\_\_\_

Course	Prerequisite	Cr.	Gr.
<b>BUSINESS (60 hours)</b>			
<b>Accounting (6 hours)</b>			
2110 Prin Financial Accounting	Soph Status	3	
2120 Prin Managerial Accounting	ACCT 2110	3	
<b>Business Management (6 hours)</b>			
3510 Mgmt & Organiz. Behavior		3	
4930 Business Policy	BMGT 3510; FIN3210 MKT3400; Sr.	3	
<b>Decision Science (12 hours)</b>			
2810 Computer Applic in Business		3	
3520 Operations Management	ECON 3610	3	
3620 Mgmt. Science	ECON 3610	3	
3841 Mgmt. Info Systems	DS 2810	3	
<b>Economics (3 hours)</b>			
3610 Business Statistics I	MATH 1830/consent	3	
<b>Finance (3 hours)</b>			
3210 Prin Managerial Finance	ECON 2010-2020; ACCT 2120	3	
<b>Law (3 hours)</b>			
3810 Legal Environment of Bus		3	
<b>Marketing (24 hours)</b>			
3400 Principles of Marketing	ECON 2010-2020	3	
4620 Marketing Research	MKT3400, ECON 3610	3	
4730 Marketing Strategy	MKT 3400, BMGT3510 + 2 upper level MKT	3	
<i>Choose 15 hours of Marketing electives</i>			
		3	
		3	
		3	
		3	
		3	
<b>Business Elective (3 hours)</b>			
		3	

Course	Prerequisite	Cr.	Gr.
<b>GENERAL EDUCATION (60 hours)</b>			
<b>Communications (9 hours)</b>			
ENGL 1010 Writing I		3	
ENGL 1020 Writing II	ENGL 1010 ≥ C	3	
PC 2500 OR SPCH 2410	ENGL 1020 ≥ C	3	
<b>Humanities/Fine Arts (9 hours)</b>			
Must select at least one course marked with an asterisk (*), included in the 9 hours		9	
ART 1030; ENGL 2130*, 2230*, 2330*; GERM 2520; HIST 1010,1020,1110,1120; MUS 1030; MUAR 2500; PHIL 1030; SPAN 2550; THEA 1030			
<b>History (6 hours)</b>			
2010 American History		3	
2020 American History		3	
<b>Mathematics (6 hours)</b>			
1130 College Algebra		3	
1830 Concepts of Calculus		3	
<b>Natural Science (8 hours)</b>			
Select 2 courses from: ASTR1010,1020; BIOL1010,1020,1110,1120,2010,2020; CHEM1010,1020,1110,1120; GEOL1040,1045; PHYS2010,2020,2110/ 2111,2120/2121		8	
<b>Social Science (9 hours)</b>			
ECON 2010 Microeconomics		3	
ECON 2020 Macroeconomics		3	
ECON 3320 or 3810 or 3820		3	
<b>Non-business Electives (13 hours)</b>			

\* all prerequisites "or equivalent" College Base Exam \_\_\_\_\_ ETS – Field Test in Business \_\_\_\_\_ English Qualifying Exam \_\_\_\_\_