

2008 - 2010 Marketing Major Checksheet

**BBA MARKETING MAJOR
DEGREE REQUIREMENT CHECK SHEET
2008 - 2010 BULLETIN
For Students Beginning Fall 2008**

GENERAL EDUCATION REQUIREMENTS (47 Hours)

English, Math, History, Speech, Health Ed. (18 hours)

	HRS.	DATE	GRADE
WRTG 1310 Introduction to College Writing or HONC 1310 Honors Core I	3	_____	_____
WRTG 1320 Academic Writing or HONC 1320 Honors Core II	3	_____	_____
HIST 2301 American Nations I or HIST 2302 American Nations II or PSCI 1330 U.S. Government & Politics	3	_____	_____
MATH 1390 College Algebra (or higher level math course)	3	_____	_____
SPCH 1300 Basic Oral Communication	3	_____	_____
H ED/KPED 1320 Concepts of Lifetime Health/Fitness	3	_____	_____

World Cultural Traditions: 9 Hours

HIST 1310 World History I or HIST 1320 World History II	3	_____	_____
ENGL 2305 World Literature I or ENGL 2306 World Literature II	3	_____	_____
AND select one of the following:	3	_____	_____

- ENGL 1330 African & African-American Studies
- ENGL 2305 World Literature I **or** ENGL 2306 World Literature II
- FYFS 1310 First Year Seminar: Studies in World Cultural Traditions
- HIST 1310 World History I **or** HIST 1320 World History II
- HONC 2310 Honors Core III
- PHIL 1330 World Philosophies
- RELG 1320 World Religions
- WLAN/WRTG 2350 World Languages

Fine Arts & Humanities: 6 Hours

ART 2300 Art Appreciation or MUS 2300 Music Appreciation or THEA 2300 Theatre Appreciation or MCOM 2310 Film Appreciation or HONC 2320 Honors Core IV	3	_____	_____
AND select one of the following:	3	_____	_____

- ENGL 1350 Introduction to Literature
- ENGL 2370 Introduction to Fiction
- ENGL 2380 Introduction to Poetry
- ENGL 2390 Introduction to Drama
- FREN **or** GERM **or** SPAN 2320 Conversation/Composition II
- FYFS 1301 First Year Seminar: Studies in Humanities
- HONC 1310 Honors Core I
- HONC 2310 Honors Core III
- PHIL 1301 Philosophy for Living
- PHIL 2305 Critical Thinking
- PHIL 2325 Contemporary Moral Problems
- PHIL 2360 Gender, Race, and Class
- RELG 1330 Exploring Religion
- WLAN 2315 Cultural Studies
- WLAN 2325 Issues of Cultural Identity in Francophone Africa and the Caribbean

Behavioral and Social Sciences (6 hours)

ECON 2310 Global Environment of Business (also a required course in business)	3	_____	_____
AND select one of the following:	3	_____	_____

- GEOG 1305 Principles of Geography
- GEOG 1300 Geography of World Regions
- HONC 1320 Honors Core II
- HONC 2310 Honors Core III
- PSYC 1300 General Psychology
- PSCI 2300 International Relations **or** PSCI 1330 US Government & Politics **or**
PSCI 1300 Intro. to Political Science
- SOC 1300 Principles of Sociology **or** SOC ANTH Anthropology

Natural Sciences (8 hours)

BIOL 1400 Biology for General Education	4	_____	_____
AND select one of the following:	4	_____	_____
CHEM 1400 Chemistry in Society			
PHYS 1400 Physical Science for General Education			

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PHYS 1401 Descriptive Astronomy

BUSINESS REQUIREMENTS (48 Hours)

Students must **apply** to be Business (BBA) Majors. The requirements are a 2.0 average GPA on 24 hours of foundation courses, to include ACCT 2310, ACCT 2311, ECON 2320, ECON 2321, and QMTH 2330 and a 2.0 cumulative grade point average. Apply in the Dean's Office, BBA 222, after these 24 hours are completed.

To remain eligible to enroll in the business core or major courses a BBA major must:

1. Maintain a 2.0 or higher cumulative grade point average in the business foundation courses, and
2. Maintain a 2.0 or higher cumulative grade point average in the business core courses, and
3. Maintain a 2.0 or higher cumulative grade point average in his or her major.
Non-BBA majors are limited to 30 hours of business courses.

BUSINESS FOUNDATION (30 Hours)

MATH 1395 Business Calculus (Prerequisite: MATH 1390)	3	_____	_____
MIS 2343 Desktop Support Technologies (Prerequisite/Co-requisite: QMTH 2330 or other introductory statistics course)	3	_____	_____
ECON 2320 Principles of Macroeconomics (Prerequisite: MATH 1390)	3	_____	_____
ECON 2321 Principles of Microeconomics (Prerequisite: MATH 1390)	3	_____	_____
QMTH 2330 Business Statistics (prerequisite is MATH 1395)	3	_____	_____
ACCT 2310 Principles of Accounting I (Prerequisite: Math 1390, sophomore status)	3	_____	_____
ACCT 2311 Principles of Accounting II (Prerequisite: ACCT 2310)	3	_____	_____
ACCT 2321 Legal Environment of Business I	3	_____	_____
ECON 2310 Global Environment of Business (may also count as social science)	3 / 0	_____	_____
MGMT 2301 Business Communication (Prerequisite: sophomore status)	3	_____	_____

Prerequisite Note: Completion of ACCT 2310, ACCT 2311, ECON 2320, ECON 2321, and QMTH 2330 (or other introductory statistics course) is **required** prior to enrolling in MKTG 3350, FIN 3330, MGMT 3340 and 3344.

BUSINESS CORE (18 Hours)

FINA 3330 Managing Finance and Capital (See prerequisite note above)	3	_____	_____
MGMT 3340 Managing People and Work (See prerequisite note above)	3	_____	_____
MKTG 3350 Principles of Marketing (See prerequisite note above)	3	_____	_____
MGMT 3344 Managing Production and Operations (See prerequisite note above)	3	_____	_____
MIS 3321 Managing Systems and Technology	3	_____	_____
NOTE: Admission to the Capstone course MGMT 4347 requires the prerequisites of MGMT 3340, MGMT 3344, MKTG 3350 and FINA 3330.			
MGMT 4347 Managing Policy and Strategy	3	_____	_____

MARKETING MAJOR (24 Hours)

MKTG 4353--Marketing Research and Data Management (Prerequisite: MKTG 3350)	3	_____	_____
MKTG 4354--Consumer Behavior (Prerequisite: MKTG 3350)	3	_____	_____
MKTG 4355--Marketing Management (Requires completion of 9 hours of marketing)	3	_____	_____
MKTG 4362--Services Marketing (Prerequisite: MKTG 3350)	3	_____	_____
MKTG 4370--Fundamentals of Direct Marketing and E-Commerce (Prerequisite: MKTG 3350)	3	_____	_____

AND any **three** upper-division Marketing courses* or MGMT 3305, 3310, 3315, 3342, 3346, 3349, 3352, 3365, 3375

_____	3	_____	_____
_____	3	_____	_____
_____	3	_____	_____

*MKTG 3351, 3356, 3360, 3365, 3371, 3372, 3373, 3375, 3382, 4320, 4360, 4361, 4382, 4390

ELECTIVES (to total 124 hours)

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

SUMMARY OF GRADUATION REQUIREMENTS

1. A minimum of 124 hours earned from the following areas: General Education - 47 hours; Business Foundation - 27 hours; Business Core - 18 hours; Major - 24 hours; Electives to total 124 hours. A second major, minor, and/or special degree requirements may increase the number of hours required for graduation.
2. At least a 2.000 Grade Point Average is required overall, in the business foundation/core, and in the major.
3. Forty hours of upper division credit (3000-4000 level courses) are required for graduation.