

2010 - 2012 Marketing Major Checksheet

**BBA MARKETING MAJOR
DEGREE REQUIREMENT CHECK SHEET
2010 - 2012 BULLETIN
For Students Beginning Fall 2010**

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			
LING 2350 World Languages			

Fine Arts & Humanities: 6 Hours

ART 2300 Art Appreciation or MUS 2300 Music Appreciation or THEA 2300 Theatre Appreciation or FILM 2310 Film Appreciation or HONC 2320 Honors Core IV	3	_____	_____
AND select one of the following:	3	_____	_____
ENGL 1350 Introduction to Literature			
ENGL 1355 Film and 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	_____	_____
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AND select **one** of the following: 4 _____
 CHEM 1400 Chemistry in Society
 PHYS 1400 Physical Science for General Education
 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, COB 102, 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, FINA 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	_____	_____
AND any five upper-division Marketing courses* or MGMT 3305, 3310, 3315, 3342, 3346, 3349, 3352, 3365, 3375	3	_____	_____
_____	3	_____	_____
_____	3	_____	_____
_____	3	_____	_____
_____	3	_____	_____

*MKTG 3351, 3356, 3360, 3365, 3371, 3372, 3373, 3375, 3382, 4320, 4360, 4361, 4362, 4370, 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.

Revised 10/04/2010