

**DEGREE REQUIREMENT CHECKSHEET  
2012 - 2014 BULLETIN**

**BBA MARKETING MAJOR**

**GENERAL EDUCATION REQUIREMENTS (47 hours)**

*All courses are 3 credit hours unless otherwise noted*

**Writing (6 hours)**

**Choose one**

- WRTG 1310 Introduction to College Writing
- HONC 1310 Honors Core I\*

**Choose one**

- WRTG 1320 Academic Writing & Research\*\*
- HONC 1320 Honors Core II\*

**\*HONC courses may only be taken with consent of the Honors College**

**\*\*This course has prerequisites; check the Undergraduate Bulletin for details**

**Math (3 hours, choose one)**

- MATH 1390 College Algebra
- MATH 1392 Plane Trigonometry\*\*
- MATH 1395 Business Calculus\*\*
- MATH 1491 Calculus for the Life Sciences\*\*
- MATH 1580 Algebra and Trigonometry\*\*
- MATH 1591 Calculus\*\*

**\*\*This course has prerequisites; check the Undergraduate Bulletin for details**

**History (3 hours, choose one)**

- HIST 2301 American Nation I
- HIST 2302 American Nation II
- PSCI 1330 U.S. Government & Politics

**Speech (3 hours)**

- SPCH 1300 Basic Oral Communication

**Health Education (3 hours)**

- H ED/KPED 1320 Concepts of Lifetime Health/Fitness

**Natural Sciences (8 hours)**

- BIOL 1400 Biology for General Education (4 hours)

**Choose one**

- CHEM 1400 Chemistry in Society (4 hours)
- PHYS 1400 Physical Science for General Education (4 hours)
- PHYS 1401 Descriptive Astronomy (4 hours)

**Behavioral and Social Sciences (6 hours)**

- ECON 2310 Global Environment of Business (also a required course in business)

**Choose one**

- ANTH 1302 Introduction to Anthropology
- GEOG 1300 Geography of World Regions
- GEOG 1305 Principles of Geography
- HONC 1320 Honors Core II\*
- HONC 2310 Honors Core III\*
- PSYC 1300 General Psychology
- PSCI 1300 Introduction to Political Science
- PSCI 1330 US Government & Politics
- PSCI 2300 International Relations
- SOC 1300 Principles of Sociology
- SOC 1302 Anthropology

**\*HONC courses may only be taken with consent of the Honors College**

**World Cultural Traditions (9 Hours)**

**Choose three from 2 areas: Courses may be used only once to satisfy the general education requirements.**

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

**\*HONC courses may only be taken with consent of the Honors College**

**Fine Arts & Humanities (6 Hours)**

**Choose one**

- ART 2300 Art Appreciation
- MUS 2300 Music Appreciation
- THEA 2300 Theatre Appreciation
- FILM 2300 Film Appreciation
- HONC 2320 Honors Core IV

**Choose one**

- 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

**\*HONC courses may only be taken with consent of the Honors College**

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**BBA MARKETING MAJOR**

**BBA MARKETING MAJOR REQUIREMENTS**

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**Business Foundation (30 hours)**

- \_\_\_\_\_ ACCT 2310 Principles of Accounting I\*\*
- \_\_\_\_\_ ACCT 2311 Principles of Accounting II\*\*
- \_\_\_\_\_ ACCT 2321 Legal Environment of Business I
- \_\_\_\_\_ ECON 2310 Global Environment of Business  
(may also count as Social Science)
- \_\_\_\_\_ ECON 2320 Principles of Macroeconomics
- \_\_\_\_\_ ECON 2321 Principles of Microeconomics
- \_\_\_\_\_ QMTH 2330 Business Statistics\*\*
- \_\_\_\_\_ MATH 1395 Applied Calculus for Business &  
Economics\*\*
- \_\_\_\_\_ MGMT 2301 Business Communications\*\*
- \_\_\_\_\_ MIS 2343 Desktop Support Technologies

**\*\*This course has prerequisites; check the Undergraduate Bulletin for details**

**Business Core Requirements (18 hours)**

Prerequisite note: Completion of ACCT 2310, ACCT 2311, ECON 2320, ECON 2321, and QMTH 2330 is **required prior** to enrolling in MKTG 3350, FINA 3330, MGMT 3340, and MGMT 3344.

- \_\_\_\_\_ FINA 3330 Managing Finance & Capital\*\*
- \_\_\_\_\_ MGMT 3340 Managing People & Work\*\*
- \_\_\_\_\_ MGMT 3344 Managing Production & Operations\*\*
- \_\_\_\_\_ MIS 3321 Managing Systems and Technology
- \_\_\_\_\_ MKTG 3350 Principles of Marketing\*\*
- \_\_\_\_\_ MGMT 4347 Managing Policy and Strategy\*\*  
(this course should be taken in final semester)

**\*\* This course has prerequisites; check the Undergraduate Bulletin for details**

**Marketing Major (24 hours)**

- \_\_\_\_\_ MKTG 4353 Marketing Research & Data Management\*\*
- \_\_\_\_\_ MKTG 4354 Consumer Behavior\*\*
- \_\_\_\_\_ MKTG 4355 Marketing Management

**Choose five**

- \_\_\_\_\_ MKTG 3351 Retail Management\*\*
- \_\_\_\_\_ MKTG 3356 Fashion Merchandising & E-Commerce
- \_\_\_\_\_ MKTG 3360 Fundamentals of Strategic Selling\*\*
- \_\_\_\_\_ MKTG 3365 Transportation
- \_\_\_\_\_ MKTG 3371 Advertising\*\*
- \_\_\_\_\_ MKTG 3372 Sales Management\*\*
- \_\_\_\_\_ MKTG 3373 Public Relations\*\*
- \_\_\_\_\_ MKTG 3375 Supply Chain Management
- \_\_\_\_\_ MKTG 3382 Internship in Marketing\*\*
- \_\_\_\_\_ MKTG 4320 Selected Topics in Marketing\*\*
- \_\_\_\_\_ MKTG 4360 Health Care Marketing
- \_\_\_\_\_ MKTG 4361 Marketing Planning for Health Care Orgs
- \_\_\_\_\_ MKTG 4362 Services Marketing
- \_\_\_\_\_ MKTG 4370 Fundamentals of Direct Marketing
- \_\_\_\_\_ MKTG 4382 Internship in Marketing\*\*
- \_\_\_\_\_ MKTG 4390 Special Problems in Marketing\*\*
- \_\_\_\_\_ MGMT 3305 Social Issues in Management
- \_\_\_\_\_ MGMT 3310 Fundamentals of Entrepreneurship
- \_\_\_\_\_ MGMT 3315 Diversity/Multicultural Communications
- \_\_\_\_\_ MGMT 3342 International Business
- \_\_\_\_\_ MGMT 3346 Personnel/Human Resource Management

- \_\_\_\_\_ MGMT 3349 Small Business Management
  - \_\_\_\_\_ MGMT 3352 Purchasing & Materials Management
- \*\* This course has prerequisites; check the Undergraduate Bulletin for details**

**Electives (to equal 120 hours)**

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**SUMMARY OF GRADUATION REQUIREMENTS**

1. A minimum of 120 hours earned from the following areas:

- General Education - 47 hours
- Business Foundation – 30 hours
- Business Core – 18 hours
- Major – 24 hours
- Electives to equal 120 hours

Note: 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.