



Date:	Major: <b>Business Administration</b>
Name:	Emphasis: <b>Marketing</b>
ID #:	Degree: <b>Bachelor of Business Administration</b>

**Note:** This is page 2 of a two page degree plan. See general education for page 1.

**7. REQUIREMENTS IN BUSINESS--Business Foundation (38 hours)**

ACCT 201 Introduction to Financial Accounting	ACCT 201	3	_____	_____
ACCT 202 Introduction to Managerial Accounting	ACCT 202	3	_____	_____
BUS 230 Business Law & Ethics I	BUS 230	3	_____	_____
ECON 221 Principles of Macroeconomics	ECON 221	3	_____	_____
ECON 222 Principles of Microeconomics	ECON 222	3	_____	_____
FIN 201 Principles of Finance	FIN 201	3	_____	_____
IS 151 Basic Computer Skills	IS 151	3	_____	_____
IS 281 Spreadsheets & Data Analysis	IS 281	3	_____	_____
MGT 201 Principles of Management	MGT 201	3	_____	_____
MKT 201 Principles of Marketing	MKT 201	3	_____	_____
MATH 119 College Algebra* or MATH 124* or MATH 132 or MATH 202		4	_____	_____
STAT 213 Statistical Methods*	*STAT 213	4	_____	_____

**Students must achieve a grade of "C" or better in all courses required to complete the Business Foundation.**

\*Will also satisfy Math requirement in Section 2 above, but only counts once toward graduation credit hour requirements.

**8. REQUIREMENTS IN BUSINESS--Business Core (21 hours)**

BUS 330 Production and Operations Management	BUS 330	3	_____	_____
BUS 381 Business Research and Analysis	BUS 381	3	_____	_____
FIN 315 Managerial Finance I	FIN 315	3	_____	_____
IS 301 Information Systems for Managers	IS 301	3	_____	_____
MGT 313 Organizational Behavior	MGT 313	3	_____	_____
MKT 425 Marketing Management	MKT 425	3	_____	_____
BUS 453 Business Strategy & Policy*	*BUS 453	3	_____	_____

**Students must achieve a grade of "C" or better in all courses required to complete the Business Core.**

\*The capstone course (BUS 453) is to be completed the last semester of the senior year. Prerequisites include successful completion of the Business Foundation Requirements, BUS 330, FIN 315, and MKT 425. It is highly recommended that all Business Core Requirements be completed prior to taking this course.

**9. REQUIREMENTS IN BUSINESS--International Course (3 hours)**

MKT 430 International Marketing	MKT 430	3	_____	_____
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**Students must achieve a grade of "C" or better to complete the International Course.**

**10. REQUIREMENTS IN BUSINESS EMPHASIS AREA--Marketing (18 hours)**

MKT 325 Services Marketing	MKT 325	3	_____	_____
MKT 419 Consumer Behavior	MKT 419	3	_____	_____
MKT 452 Integrated Marketing Communications	MKT 452	3	_____	_____
Any one MKT upper-division elective course.		3	_____	_____
Any COB upper-division elective course.		3	_____	_____
Any COB upper-division elective course.		3	_____	_____

**Students must achieve a grade of "C" or better in all courses required to complete the emphasis area.**

**11. ELECTIVES As needed to fulfill requirement of 120 total credit hours.**

_____	_____	_____
_____	_____	_____
_____	_____	_____

Date:						<b>Final Check</b>
Hours Completed:						
Hours In Progress:						
U/D Hours Completed:						
U/D Hours In Progress:						
GPA:						

**Note:** Cumulative GPA for Sections 7-10 must be a 2.25. All acceptable transfer work from a junior or community college will be recorded as lower division credit. Developmental hours are not eligible for degree credit.