

SCHOOL OF BUSINESS ADMINISTRATION

Bachelor of Business Administration Marketing and Communication Strategy Academic Degree Plan

Name:	ID#	Advisor:
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Minor/2nd Major or Degree:	FRESHMAN	COURSE TITLE	UM	TRF	GRADE	HRS	COURSE TITLE	UM	TRF	GRADE	HRS
		Minor/2nd Major or Degree:	FRESHMAN	Intro to College Writing or First-Year Writing I	WRIT 100 or WRIT 101			3	First-Year Writing II or Freshman Seminar	WRIT 102 or LIBA 102	
Humanities						3	Humanities or Fine Arts				3
Calculus I or Business Calculus I or Calculus of Decision Making I	MATH 261/267/271 <i>(C minimum required)</i>					3	Calculus II or Business Calculus II or Calculus of Decision Making II	MATH 262/268/272			3
Social Science--ANTH, POL, PSY, or SOC						3	Fine Arts--AH, MUS, THEA, DANC, or LIBA 130				3
Science Lecture--ASTR, BISC, CHEM, GEOL, PHYS, or LIBA*						3	Science Lecture--ASTR, BISC, CHEM, GEOL, PHYS, or LIBA*				3
Science Lab--ASTR, BISC, CHEM, GEOL, PHYS, or LIBA*						1	Science Lab--ASTR, BISC, CHEM, GEOL, PHYS, or LIBA*				1
Minor/2nd Major or Degree:	SOPHOMORE	Accounting I	ACCY 201			3	Accounting II	ACCY 202			3
		Principles of Microeconomics	ECON 202 <i>(C minimum required)</i>			3	Principles of Macroeconomics	ECON 203 <i>(C minimum required)</i>			3
		Legal Environment of Business	BUS 250			3	Business Communication	BUS 271			3
		Economic Statistics I	BUS 230 or ECON 230 <i>(C minimum required)</i>			3	General Elective				3
		General Elective				3	Writing for Integrated Mktg Communication	IMC 205 <i>(C minimum required)</i>			3

GPA on 36 hours to declare specialty major:

Prerequisites:

Writ 102 or Liba 102--Completion of Writ 100 or Writ 101

Math 262/268/272--C minimum in Math 261/267/271

Accy 202--Completion of Accy 201

Econ 203--C minimum in Econ 202 (must make C or better in Econ 203)

Bus/Econ 230--C minimum in Math 261/267/271 (must make C or better in BUS/ECON 230)

** Only LIBA 150 and LIBA 151 approved*

Bus 271--Completion of Writ 100/101 and Writ/Liba 102

IMC 205-- Must be Business or Journalism; Course may be repeated only once

Marketing & Communication Strategy

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	COURSE TITLE	UM	TRF	GRADE	HRS	COURSE TITLE	UM	TRF	GRADE	HRS
JUNIOR	Marketing Principles	MKTG 351 <i>(C minimum required)</i>			3	Economic Statistics II	BUS 302 or ECON 302			3
	Business Finance I	FIN 331			3	Intro to Operations & Supply Chain Mgmt	MKTG 372			3
	Principles of Management	MGMT 371 <i>(C minimum required)</i>			3	Information Technology	MIS 309			3
	Media Law and Ethics	JOUR 369			3	Advertising and Promotion	MKTG 353 <i>(C minimum required)</i>			3
	Public Relations	IMC 391 <i>(C minimum required)</i>			3	Consumer and Market Behavior	MKTG 367			3
SENIOR	Public Relations Techniques or Public Relations Case Problems	IMC 491 or IMC 492			3	General Elective				3
	Marketing Policy and Strategy	MKTG 451			3	Advanced Campaign Planning (Spring Only)	MKTG 465			3
	Marketing Elective				3	General Elective				3
	General Elective				3	Management of Strategic Planning	MGMT 493			3
	300+ Business Elective				3	300+ Business Elective				3

Prerequisites:

MKTG 351, MGMT 371, MIS 309--Completion of 54 Hours
FIN 331--C minimum in Econ 202, 203, and BUS/ECON 230;
and completion of ACCY 201 and 202

MKTG 372--completion of BUS/ECON 230

BUS/ECON 302--C minimum in BUS/ECON 230

MGMT 493--C minimum in MGMT 371; completion of FIN 331,
MKTG 351, MKTG 372

MKTG 353, MKTG 367, MKTG 451--
C minimum in MKTG 351

MKTG 465--C minimum in MKTG 351
and MKTG 353

MKTG 525--C minimum in MKTG 351;
Completion of BUS/ECON 230 & BUS/ECON 302,
and MIS 309

IMC 391*--C minimum in IMC 205 or Jour 102

IMC 491*, IMC 492*--C minimum in IMC 391

*(Course may be repeated only once)

Marketing Elective: Choose any 300-level or above MKTG Course

MKTG 353, 354, 356, 357, 358, 360, 361, 368, 370, 371, 381, 452--C minimum in MKTG 351

MKTG 458--C minimum in MKTG 351 and MKTG 354

MKTG 462, MKTG 475, MKTG 477--C minimum in MKTG 351 OR MKTG 372

MKTG 465--C minimum in MKTG 351 and MKTG 353

MKTG 488, 496--Completion of MKTG 351 and ECON/BUS 302

General Elective --100 level or above 3 hour graded courses (some exclusions apply)

300+ Non-business elective--all 300 level or above 3 hour graded courses, excludes ACCY, BUS, ECON, ENT, FIN, GB, MGMT, MIS, and MKTG

300+ Business elective--all 300 level or above 3 hour graded ACCY, BUS, ECON, ENT, FIN, MGMT, MIS, or MKTG courses,

excludes coursework required for specific major, all GB courses, and ACCY 300

Minimum 2.0 GPA requirements in each of these areas:

1. Cumulative GPA

2. Resident GPA

3. GPA in Major Courses

4. GPA in Bus/Econ/Accy Courses

5. GPA in All Courses Applied to Degree