

# SCHOOL OF BUSINESS ADMINISTRATION

## Bachelor of Business Administration Marketing Academic Degree Plan

Name:	ID#	Advisor:
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Disclaimer: This Document is unofficial until audited by a School of Business Academic Counselor

Minor/2nd Major or Degree:										
	COURSE TITLE	UM	TRF	GRADE	HRS	COURSE TITLE	UM	TRF	GRADE	HRS
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			3
	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
	General Elective				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
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	General Elective				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)***

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

*\* Only LIBA 150 and LIBA 151 approved*

# Marketing Major

Name:					ID#		Advisor:			
	COURSE TITLE	UM	TRF	GRADE	HRS	COURSE TITLE	UM	TRF	GRADE	HRS
<b>JUNIOR</b>	Marketing Principles	MKTG 351 <i>(C min)</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 min)</i>			3	<b>Consumer and Market Behavior</b>	<b>MKTG 367</b>			3
	Management Information Systems	MIS 309			3	<b>Major Field Elective* or Emphasis Course**</b>				3
	General Elective				3	<b>Major Field Elective* or Emphasis Course**</b>				3
<b>SENIOR</b>	<b>Major Field Elective* or Emphasis Course**</b>				3	<b>Marketing Policy and Strategy</b>	<b>MKTG 451</b>			3
	<b>Major Field Elective* or Emphasis Course**</b>				3	<b>Global Marketing</b>	<b>MKTG 452</b>			3
	<b>Marketing Research</b>	<b>MKTG 525</b>			3	General Elective				3
	300+ Business or 300+ Nonbusiness 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; specialized bus. Major  
 FIN 331--C minimum in Econ 202, 203, and BUS/ECON 230;  
 and completion of ACCY 201 and 202; specialized bus. Major  
 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 367, MKTG 451, MKTG 452--C minimum in MKTG 351  
 MKTG 525--C minimum in MKTG 351; Completion of BUS/ECON 230 &  
 BUS/ECON 302, and MIS 309

**\*Major Field Elective--Choose from any 300-level or above MKTG course**

MKTG 353, 354, 356, 357, 358, 360, 361, 368, 370, 371, 381--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

**\*\*Emphasis areas available: Digital Marketing, Global Supply Chain Management, Sales and Marketing Analytics. See additional handout for required courses.**

**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, MKTG, and EDHE 303

**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:**

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|-------------------|---------------------------------|---|
| 1. Cumulative GPA | 3. GPA in Major Courses         | 5. GPA in All Courses Applied to Degree |
| 2. Resident GPA   | 4. GPA in Bus/Econ/Accy Courses |   |