

B.S. MARKETING

NAME:		SID #	DATE:
COLLEGE #1:		QPA:	SEM HRS:
COLLEGE #2:		QPA:	SEM HRS:
COLLEGE #3:		QPA:	SEM HRS:
WRITING INTENSIVE 5 () () () () ()	LEARN & SERVE ()		TOTAL HRS:

GENERAL EDUCATION FOUNDATION COURSES		
COURSE	COURSE	S.H.
NUB 102 NU BEGINNINGS [Not required for transfer students]		
WRT 100 WRITING & THINKING (WI)		
ENG 100 INTRO TO LITERATURE (WI)		
REL 101 OR REL 103		
REL 200 OR 300 LEVEL		
REL 200 OR 300 LEVEL		
PHI 105 INTRO TO PHILOSOPHY		
PHI 206 ETHICS		
PHI 300 LEVEL		
HIS 199 USA IN CONTEMP WORLD		

GENERAL EDUCATION DISTRIBUTION COURSES		
COURSE	COURSE	S.H.
NATURAL SCIENCE ELEC (NS)		
SOCIAL SCIENCE (ECO 101) (SS)		
HUMANITIES ELEC (H)		
CULTURAL DIVERSITY ELEC (CD)		
MAT 107 BUSINESS CALCULUS (A)		
CIS 232 MICRO APPLIC FOR BUS (A)		
MAT 201 BUSINESS STATISTICS (A)		
ENG 231 BUSINESS COMM (WI)		
FREE ELECTIVE		
FREE ELECTIVE		
FREE ELECTIVE		

MINOR COURSE REQUIREMENTS			
MINOR	SEM HRS.	MINOR 2	SEM HRS.
1.		1.	
2.		2.	
3.		3.	
4.		4.	
5.		5.	
6.		6.	

COLLEGE OF BUSINESS ADMINISTRATION CORE		
COURSE	COURSE	S.H.
1. ACC 111 FINANCIAL ACCOUNTING		
2. ACC 112 MANAGEMENT ACCOUNTING		
3. ECO 102 MICROECONOMICS		
4. MGT 271 MANAGEMENT PRINCIPLES		
5. MKG 201 PRINCIPLES OF MARKETING		
6. BUS 231 BUSINESS STATISTICS II		
7. FIN 320 MANAGERIAL FINANCE		
8. MGT 390 OPERATIONS & INFO SYSTEMS		
9. BUS 460 BUSINESS STRATEGY (WI)		

MARKETING MAJOR		
COURSE	COURSE	S.H.
10. BUS 205 LEGAL ENVIRONMENT OF BUSINESS		
11. MGT 302 PRODUCTION & MGT 321 SUPPLY CHAIN		
12. ECO 301 OR ECO 320 OR ECO 350		
13. MKG 305 PRODUCT INTEGRATED MARKETING COMMUNICATION STRATEGY (WI)		
14. MKG 311 MARKETING RESEARCH		
15. MKG 313 CONSUMER BEHAVIOR		

16-17. ANY TWO OF FOLLOWING:		
COURSE	COURSE	S.H.
<i>MKG 310 CHANNELS MARKETING</i>		
<i>MKG 325 INTERNATIONAL MARKETING</i>		
<i>MKG 335 SALES & RELATIONSHIP MARKETING</i>		

BUSINESS ELECTIVES		
COURSE	COURSE	S.H.
18. BUS 120 INTRO or BUSINESS ELECTIVE		
19. BUS 495 CO-OP or BUSINESS ELECTIVE		
20. BUSINESS ELECTIVE		
*21. BUSINESS ELECTIVE (MBA ELECTIVE)		
22. BUSINESS ELECTIVE (MBA ELECTIVE)		

* STUDENTS INTERESTED IN GOING INTO THE MBA PROGRAM SHOULD ELECT TO TAKE COURSES IN PARENTHESES