

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)		
ECO 101 MACROECONOMICS (SS)		
HUMANITIES ELEC (H)		
CULTURAL DIVERSITY ELEC (CD)		
MAT 107 BUSINESS CALCULUS (A)		
CIS 232 MICRO APP 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. ECO 231 BUSINESS STATISTICS II		
7. FIN 320 CORPORATE FINANCE I		
8. MGT 390 OPERATIONS & INFO SYSTEMS		
9. MGT 460 BUSINESS STRATEGY (WI)		

MARKETING MAJOR		
COURSE	COURSE	S.H.
10. LAW 205 LEGAL ENVIRONMENT OF BUSINESS		
11. MKG 300 LEVEL (ANY)		
12. MKG 305 INTEGRATED MARKETING COMMUNICATION		
13. MKG 310 CHANNELS MARKETING		
14. MKG 311 MARKETING RESEARCH (WI)		
15. MKG 313 CONSUMER BEHAVIOR		
16. MKG 325 INTERNATIONAL MARKETING		
17. MKG 335 SALES LEADERSHIP		

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

* STUDENTS INTERESTED IN THE MBA PROGRAM, SHOULD TAKE COURSES IN PARENTHESES. ALL OTHERS FILL WITH BUS ELECTIVES. Updated for FA2016