

Catalog: 2006-2008

Address: _____

BA MAJOR
Marketing

Date: _____

Adviser: _____

Student ID: _____

Phone: _____

Name: _____

BASIC COURSE REQUIREMENTS:	Sem	Grade	HRS.	BUSINESS CORE COURSES: (Must earn a "C" or better in all courses below)	Sem	Grade	HRS.
Health 101			1	BA 151 Intro to Business			3
Physical Activity _____			1	CIS 101 Microcomputer Apps CL			3
Physical Activity _____			1	MA 110 Algebra	Hours counted elsewhere		
Physical Activity _____			1				
				AC 241 Principles of AC I			3
English 101 Must earn a "C" or better			3	AC 242 Principles of AC II (AC 241)			3
English 102 (EN 101) Must earn a "C" or better			3	EC 201 Principles of Macro	Hours counted elsewhere		
English 201 (EN 101 & 102)			3	EC 202 Principles of Micro	Hours counted elsewhere		
English 202 (EN 101 & 102) (or 311,312 or 321,322)			3	MA 211 Statistics	Hours counted elsewhere		
				BA 353 Business Law			3
Christian Studies 110			3	CIS 301 Mgt Info Sys (Cis 101) CL WI			3
Christian Studies 321 or 331 (EN 101/102) WI			3	COM 336 Bus/Tech Writ (see Catalog) WI			3
				FI 330 Prin of Finance (AC 241)			3
COM 101 Speech OC Must earn a "C" or better			3	MGT 321 Prin of Mgt (Ba 151) WI			3
				MGT 322 Human Resource Mgt (Mgt 321)			3
Elective: AR 201 or MU 111			3	MKT 311 Prin of MKT (EC 202)			3
Lab Science _____			4	MGT 426 Managerial Ethics (Mgt 321)			3
Lab Science _____			4	BA 430 Global Bus (Ba 151/Ec201/202) WI			3
				BA 454 Policy (Entire Bus Core) WI			3
Mathematics 110 Must earn a "C" or better			3	TOTAL BUSINESS CORE:			42
History _____			3	Marketing Concentration Requirements:			
History _____			3	(MKT 311 prerequisite for all)			
				MKT 313 Retail Management			3
Social & Behavioral Sciences:				MKT 314 Marketing Communications			3
Econ 201 Must earn a "C" or better			3	MKT 315 Consumer Behavior			3
Econ 202 Must earn a "C" or better			3	MKT 416 Marketing Research WI			3
				MKT 418 Not-for-Profit Marketing			3
TOTAL UM CORE REQUIREMENTS:			51	Total Marketing Concentration:			15
GENERAL EDUCATION COURSES:							
MA 211 Statistics Must earn a "C" or better			3				
_____				_____			
_____				_____			
_____				_____			
_____				_____			
_____				_____			
TOTAL GENERAL EDUCATION COURSES:							20

GRAND TOTAL HOURS: 128

Check here when community service completed ZSV 007 Check here when Degree Plan is on File

Circle credit hours when course is successfully completed. Courses in parenthesis are prereqs.

Dates of Office Visits:

