Catalog: 2008-2010 Name: _____ BA MAJOR

Date: _____ Marketing

Adviser: _____ E-Mail: _____

Student ID:_____

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)			3	*MA 211 Statistics*	Hours counted elsewhere		
(or 311,312 or 321,322)							
				BA 353 Business Law			3
Christian Studies 310 (EN 101 & 102,plus 6 hrs in major)			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 Management			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 Mgr Ethics (Mgt 321) **WI**			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				
History _____			3	**Marketing Concentration Requirements:**			
				MKT 313 Retail Management			3
Social & Behavioral Sciences:				MKT 315 Consumer Behavior			3
EC 201 Must earn a "C" or better			3	MKT 420 Prin of Advertising			3
EC 202 Must earn a "C" or better			3	MKT 416 Marketing Research **WI**			3
				One Elective from: AC/BA/EC/FI/MGT/MKT			3
TOTAL UM CORE REQUIREMENTS:			51	**Total Marketing Concentration:**			15
GENERAL EDUCATION COURSES:							
MA 211 Statistics Must earn a "C" or better			3				
FS 100 Freshman Seminar (freshmen only)			1	_____			
_____				_____			
_____				_____			
_____				_____			
_____				_____			
_____				_____			
TOTAL GENERAL EDUCATION COURSES:							20

CL = Computer Literacy

WI = Writing Intensive

OC = Oral Communication

GRAND TOTAL HOURS:				128
Chapel - Circle one: (F-4; S-3; Jr/Sr-1)				
Circle Chapel when completed	**1**	**2**	**3**	**4**

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