



**B.S. DEGREE IN BUSINESS ADMINISTRATION
MARKETING CONCENTRATION**

Student Name:

Email:

VIP ID:

I. General Education Requirements				Term Taken	Grade	Credit Hours	Notes		
ENGL 101	Composition (≥C is needed)	(Co-req ENGL 101L or Placement Score ≥24)				3			
ENGL 102	Composition and Literature (≥C is needed)	(Prereq ≥C ENGL 101)				3			
MATH 111/111E (or 115)	College Algebra or Precalculus (≥C is needed)	(depends on Math Placement Score)				3	Take in Freshman year		
MATH 122 (or 141)	Calculus (≥C is needed)	(Prereq ≥C MATH 111 or high Math Placement Score)				3			
COMM 140, 201 or 230	Public, Interpersonal Communication or Business & Professional Speaking					3			
HIST 101, 102, 111, 112, 115, or 116	European, U.S., or World History (World courses also fulfill Global req.)					3			
Fine Arts: one 3-hr credit course in Art History (ARTH), Arts (ARTS), Music (MUSC), or Theater (THEA)						3			
Foreign Language: 2 courses in the same language or test out by proficiency									
						3	e.g. SPAN 101 or FREN 101		
						3	e.g. SPAN 102 or FREN 102		
Natural Sciences with labs: 2 courses in Biology, Chemistry, Marine Science, or Physics, only 1 needed with a lab (also ANTH 101 or PSYC 361 can be taken for 3 hour credit science course)									
						4	e.g. MSCI 210 or 215, BIOL 110, 120, 200, 270, ...		
						3			
Global Citizenship/Multicultural Understanding: 1 course, if not taken above or as a free elective below ANTH 102, ANTH 312, ANTH 317, ANTH 351, ANTH 352, ANTH 452, ENGL 291, GEOG 121, GLST 301, GLST 398, HIST 109, HIST 115, HIST 116, RELG 203, SOCY 315, and SPAN 380.						...			
One Other Liberal Arts Elective + At Least 2 Other Free Electives (sufficient to have a total of 60 credit hours in sections I & II)									
						3			
						3			
						3			
						...			
II. Program Requirements				Term Taken	Grade	Credit Hours	Notes		
ECON 221	Microeconomics (also meets GenEd Soc./Beh. Sci. req.)	(Prereq: MATH 111 or higher)				3	Take in Sophomore year		
ECON 222	Macroeconomics (also meets GenEd Liberal Arts req.)					3	Take in Sophomore year		
MGSC 290	Computer Information Systems in Business					3			
STAT 201	Elementary Statistics (can meet GenEd Math req.)	(Prereq: MATH 111 or higher)				3	Take in Sophomore year		
BADM 210	Financial Reasoning					3	Take in Freshman year		
Total General Education and Program Credit Hours (Sections I & II)						≥ 60			
III. Business Core Requirements (36 credit hours) (≥C is needed in all courses)				Offered Fall	Offered Spring	Term Taken	Grade	Credit Hours	Notes
ACCT 225	Fundamentals of Accounting I	≥C MATH 111 (prereq)	•	•				3	Take in Sophomore year
ACCT 226	Fundamentals of Accounting II	≥C ACCT 225, MGSC 290	•	•				3	Take in Sophomore year
MGMT 371	Principles of Management & Lead.	Jr. standing	•	•				3	Take early in Junior year
MKTG 350	Principles of Marketing	ECON 221	•	•				3	Take early in Junior year
BADM 324	Commercial Law	Jr. standing	•	•				3	
BADM 345	Business Communications	≥C ENGL 102	•	•				3	
BADM 363	Business Finance	≥C ACCT 226	•	•				3	Take in Junior year
BADM 379	Business Ethics	Jr. standing	•	•				3	
BADM 383	International Business OR	≥C MGMT 371	•	•				3	
ECON 303	International Business Economy		•	•				3	
BADM 396	Business Research Methods	STAT 201, ≥C MKTG 350	•	•				3	
MGSC 390	Management Information Systems	MGSC 290	•	•				3	
MGMT 478	Strategic Management	≥C MKTG 350, MGMT 371 BADM 363	•	•				3	Capstone course, take in Senior year.
IV. Marketing Concentration (15 credit hours) (≥C is needed in all courses)				Offered Fall	Offered Spring	Term Taken	Grade	Credit Hours	Notes
MKTG 352	Intro to Marketing Research	≥C MKTG 350, STAT 201	•					3	
MKTG 453	Sales Management	≥C MKTG 350		•				3	
MKTG 454	Marketing Communications	≥C MKTG 350		•				3	
MKTG 455	Consumer Behavior	≥C MKTG 350	•					3	
MKTG 465	Marketing Strategy & Planning	≥C MKTG 352		•				3	
V. Upper-division Business Electives (9 credit hours) (≥C is needed in all courses)									
Upper-division Business Elective (300+ ACCT, BADM, ECON, MGMT, or MKTG)								3	
Upper-division Business Elective (300+ ACCT, BADM, ECON, MGMT, or MKTG)								3	
Upper-division Business Elective (300+ ACCT, BADM, ECON, MGMT, or MKTG)								3	
TOTAL DEGREE CREDIT HOURS						120			

I certify that the above student has completed all requirements for the B.S. in Business Administration, *Marketing* Concentration.

Advisor Name:

Date: