

**DEGREE REQUIREMENT CHECKSHEET
2010 - 2012 BULLETIN
For Students Beginning Fall 2010**

BBA MARKETING MAJOR

GENERAL EDUCATION REQUIREMENTS (47 hours)

All courses are 3 credit hours unless otherwise noted

Writing (6 hours)

Choose one

- WRTG 1310 Introduction to College Writing
- HONC 1310 Honors Core I*

Choose one

- WRTG 1320 Academic Writing & Research**
- HONC 1320 Honors Core II*

***HONC courses may only be taken with consent of the Honors College**

****This course has prerequisites; check the Undergraduate Bulletin for details**

Math (3 hours, choose one)

- MATH 1390 College Algebra
- MATH 1392 Plane Trigonometry**
- MATH 1395 Business Calculus**
- MATH 1491 Calculus for the Life Sciences**
- MATH 1580 Algebra and Trigonometry**
- MATH 1591 Calculus**

****This course has prerequisites; check the Undergraduate Bulletin for details**

History (3 hours, choose one)

- HIST 2301 American Nations I
- HIST 2302 American Nations II
- PSCI 1330 U.S. Government & Politics

Speech (3 hours)

- SPCH 1300 Basic Oral Communication

Health Education (3 hours)

- H ED/KPED 1320 Concepts of Lifetime Health/Fitness

Natural Sciences (8 hours)

- BIOL 1400 Biology for General Education (4 hours)

Choose one

- CHEM 1400 Chemistry in Society (4 hours)
- PHYS 1400 Physical Science for General Education (4 hours)
- PHYS 1401 Descriptive Astronomy (4 hours)

Behavioral and Social Sciences (6 hours)

- ECON 2310 Global Environment of Business (also a required course in business)

Choose one

- ANTH 1302 Introduction to Anthropology
- GEOG 1300 Geography of World Regions
- GEOG 1305 Principles of Geography
- HONC 1320 Honors Core II*
- HONC 2310 Honors Core III*
- PSYC 1300 General Psychology
- PSCI 1300 Introduction to Political Science
- PSCI 1330 US Government & Politics
- PSCI 2300 International Relations
- SOC 1300 Principles of Sociology
- SOC 1302 Anthropology

***HONC courses may only be taken with consent of the Honors College**

World Cultural Traditions (9 Hours)

Choose one

- HIST 1310 World History I
- HIST 1320 World History II

Choose one

- ENGL 2305 World Literature I
- ENGL 2306 World Literature II

Choose one: Courses may be used only once to satisfy the general education requirements.

- ENGL 1330 African & African-American Studies
- ENGL 2305 World Literature I
- ENGL 2306 World Literature II
- FYFS 1310 First Year Seminar: Studies in World Cultural Traditions
- HIST 1310 World History I
- HIST 1320 World History II
- HONC 2310 Honors Core III*
- PHIL 1330 World Philosophies
- RELG 1320 World Religions
- WRTG/WLAN 2350 World Languages

***HONC courses may only be taken with consent of the Honors College**

Fine Arts & Humanities (6 Hours)

Choose one

- ART 2300 Art Appreciation
- MUS 2300 Music Appreciation
- THEA 2300 Theatre Appreciation
- FILM 2300 Film Appreciation
- HONC 2320 Honors Core IV

Choose one

- ENGL 1350 Introduction to Literature
- ENGL 1355 Film and Literature
- ENGL 2370 Introduction to Fiction
- ENGL 2380 Introduction to Poetry
- ENGL 2390 Introduction to Drama
- FREN or GERM or SPAN 2320 Conversation/Composition II
- FYFS 1301 First Year Seminar: Studies in Humanities
- HONC 1310 Honors Core I*
- HONC 2310 Honors Core III*
- PHIL 1301 Philosophy for Living
- PHIL 2305 Critical Thinking
- PHIL 2325 Contemporary Moral Problems
- PHIL 2360 Gender, Race, and Class
- RELG 1330 Exploring Religion
- WLAN 2315 Cultural Studies
- WLAN 2325 Issues of Cultural Identity in Francophone Africa and the Caribbean

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BBA MARKETING MAJOR

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Business Foundation (30 hours)

- _____ ACCT 2310 Principles of Accounting I**
- _____ ACCT 2311 Principles of Accounting II**
- _____ ACCT 2321 Legal Environment of Business I
- _____ ECON 2310 Global Environment of Business
(may also count as Social Science)
- _____ ECON 2320 Principles of Macroeconomics
- _____ ECON 2321 Principles of Microeconomics
- _____ QMTH 2330 Business Statistics**
- _____ MATH 1395 Applied Calculus for Business &
Economics**
- _____ MGMT 2301 Business Communications**
- _____ MIS 2343 Desktop Support Technologies

****This course has prerequisites; check the Undergraduate Bulletin for details**

Business Core Requirements (18 hours)

Prerequisite note: Completion of ACCT 2310, ACCT 2311, ECON 2320, ECON 2321, and QMTH 2330 is **required prior** to enrolling in MKTG 3350, FINA 3330, MGMT 3340, and MGMT 3344.

- _____ FINA 3330 Managing Finance & Capital**
- _____ MGMT 3340 Managing People & Work**
- _____ MGMT 3344 Managing Production & Operations**
- _____ MIS 3321 Managing Systems and Technology
- _____ MKTG 3350 Principles of Marketing**
- _____ MGMT 4347 Managing Policy and Strategy**
(this course should be taken in final semester)

**** This course has prerequisites; check the Undergraduate Bulletin for details**

Marketing Major (24 hours)

- _____ MKTG 4353 Marketing Research & Data Management**
- _____ MKTG 4354 Consumer Behavior**
- _____ MKTG 4355 Marketing Management

Choose five

- _____ MKTG 3351 Retail Management**
- _____ MKTG 3356 Fashion Merchandising & E-Commerce
- _____ MKTG 3360 Fundamentals of Strategic Selling**
- _____ MKTG 3365 Transportation
- _____ MKTG 3371 Advertising**
- _____ MKTG 3372 Sales Management**
- _____ MKTG 3373 Public Relations**
- _____ MKTG 3375 Supply Chain Management
- _____ MKTG 3382 Internship in Marketing**
- _____ MKTG 4320 Selected Topics in Marketing**
- _____ MKTG 4360 Health Care Marketing
- _____ MKTG 4361 Marketing Planning for Health Care Orgs
- _____ MKTG 4362 Services Marketing
- _____ MKTG 4370 Fundamentals of Direct Marketing
- _____ MKTG 4382 Internship in Marketing**
- _____ MKTG 4390 Special Problems in Marketing**
- _____ MGMT 3305 Social Issues in Management
- _____ MGMT 3310 Fundamentals of Entrepreneurship
- _____ MGMT 3315 Diversity/Multicultural Communications
- _____ MGMT 3342 International Business
- _____ MGMT 3346 Personnel/Human Resource Management
- _____ MGMT 3349 Small Business Management
- _____ MGMT 3352 Purchasing & Materials Management

**** This course has prerequisites; check the Undergraduate Bulletin for details**

Electives (to equal 120 hours)

SUMMARY OF GRADUATION REQUIREMENTS

1. A minimum of 120 hours earned from the following areas:

- General Education - 47 hours
- Business Foundation – 30 hours
- Business Core – 18 hours
- Major – 24 hours
- Electives to equal 120 hours

Note: A second major, minor, and/or special degree requirements may increase the number of hours required for graduation.

2. At least a 2.000 Grade Point Average is required overall, in the business foundation/core, and in the major.

3. Forty hours of upper division credit (3000 – 4000 level courses) are required for graduation.