

Marketing (B.A.)

2023-2024 catalog

Student Name: _____ **ID Number:** _____

Major Requirements

Term Completed/Planned	Grade	Credit	Course #	Title
_____	_____	4	ACC221	Introduction to Financial Accounting
_____	_____	4	ACC222	Introduction to Managerial Accounting
_____	_____	4	BUS242	Principles of Management
_____	_____	4	BUS301	Business Law
_____	_____	4	BUS362	International Business
_____	_____	4	ECO112	Principles of Macroeconomics (SBS)
_____	_____	4	ECO113	Principles of Microeconomics (SBS)
_____	_____	4	FIN331	Financial Management
_____	_____	4	MIS260	Problem Solving for Business
_____	_____	4	MKT252	Principles of Marketing
_____	_____	4	MKT352	Marketing Research and Analysis
_____	_____	4	MKT450	Marketing Management
_____	_____	4	MKT466	International Marketing
Complete one (1) of MKT350 or MKT354				
_____	_____	4	MKT350	Consumer Behavior
_____	_____	4	MKT354	Sales Management
Complete one (1) of MKT355, MKT357, or MKT359				
_____	_____	4	MKT355	Marketing Communications
_____	_____	4	MKT357	Advertising
_____	_____	4	MKT359	Digital Marketing
Complete one (1) statistics course				
_____	_____	4	MIS264	Statistical Literacy for Managers
_____	_____	4	MIS379	Quantitative Methods for Business and Economics
Approved transfer course:				
Complete one (1) communications course, chosen from the options below. Transfer courses in English and History do not meet this requirement.				
_____	_____	4	COM111	Public Speaking (HUM)
_____	_____	4	COM112	Contest Public Speaking (<i>not approved for LAF</i>)
_____	_____	4	COM115	Scientific and Technical Public Speaking (HUM)
_____	_____	4	COM117	Business and Professional Speaking (HUM)
_____	_____	4	ENL223	Writing for Business and the Professions (HUM)
_____	_____	4	ENL240	Foundations of Literary and Cultural Study (HUM)
_____	_____	4	ENL241	Introduction to Cinema Art (HUM)
_____	_____	4	HIS102	Science, Religion & Enlightenment: Invention of Modernity, 1350-1815 (HUM)
_____	_____	4	HIS103	A Global History of Europe Since 1750 (HUM)
_____	_____	4	HIS282	Women and Gender in U.S. History since 1848 (HUM)
Complete one (1) mathematics course, chosen from MAT110, MAT111, MAT114, MAT145, MAT146, MAT202, DST334, or an approved transfer mathematics course (that is not statistics):				
_____	_____	4	MAT_____	_____

Abbreviation Key: SBS = Social & Behavioral Science; HUM = Humanities

Student's Signature Date

Advisor's Printed Name Signature Date

Advisor(s): By signing, you indicate you have verified the accuracy of the information above. Faculty advisors must initial next to each course substitution/waiver and sign this form.