

BACHELOR OF BUSINESS ADMINISTRATION DEGREE

MARKETING (09 catalog)

NAME _____

UA/GA _____ GRAD DATE _____

DSU ID# _____ ADVISOR _____

BAN _____ GPA _____

Evaluated by _____ Date _____

DBASE _____ HON _____

GENERAL EDUCATION REQUIREMENTS 45-50

COURSE	SUB/TR	SEM	HRS	GR
ENG 101 Eng Comp			3	
ENG 102/103 Eng Comp			3	
ENG LIT Elect			3	
ENG LIT Elect			3	
*FINE ARTS			3	
HIS 100/200 level			3	
HIS 100/200 level			3	
MAT 104 College Algebra (C or better required)			3	
**LAB Science			3	
**LAB Science			3	
PSY 101 Gen Psychology			3	
ECO 210 Intro to Macroeconomics			3	
ECO 211 Intro to Microeconomics			3	
CIS 205 Micro Applications			3	
COM 101 Pub Spk/COM 202 Intrprsnl Comm			3	

*Select one art, music, or theater appreciation, history, or intro course

* **Recommended for non-science majors: BIO 110, 121; CHE 110;

PHY 110, 205

WRITING PROFICIENCY REQUIREMENTS

ENG 300, CR/CAAP, CR/PPST, ENG 301		0-3	
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SPECIAL DEGREE REQUIREMENTS 3

*GBA 204 Quant Methods for Business		3	
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*a grade of 'C' or higher in MAT 104 is prerequisite

BUSINESS CORE 33

Overall GPA on Business Core must be 2.0 or better

ACC 220 Financial Accounting I			3	
ACC 320 Managerial Acct			3	
CIS 300 Mgmt Info Systems			3	
FIN 300 Business Finance			3	
GBA 203 Bus Communicat			3	
GBA 220 Legal Env of Bus			3	
MGT 200 Statistics			3	
MGT 300 Prin of Management			3	
MGT 342 Operations Mgt			3	
MGT 499 Strategic Mgt			3	
MKT 300 Marketing Principles			3	

MARKETING 27

COURSE	SUB/TR	SEM	HRS	GR
MKT 321 Personal Selling			3	
MKT 330 Advertising			3	
MKT 358 Consumer Behavior			3	
MKT 475 International Mkt			3	
MKT 488 Marketing Research			3	
MKT 499 Marketing Mgt			3	

Select 9 hours from:

MKT 320 Merch Plan & Control			3	
MKT 328 Retail Management			3	
MKT 345 Internet Marketing			3	
MKT 357 Distribution Mgt			3	
MKT 370 Entrepreneurship			3	
MKT 425 Services Marketing			3	
MKT 440 Sports Marketing			3	
MKT 451 Sales Management			3	
MKT 453 Bus to Bus Marketing			3	
MKT 480 Bus Counseling			3	
MKT 490 Mkt Internship			3-6	

GENERAL ELECTIVES 11-16

COURSE	GR/HR	COURSE	GR/HR

TRANSFOR WORK/NON-TRADITIONAL WORK

SCHL	CR	HA	HP	QP	GPA

DATE , DSU AVERAGE TO DATE Totals to date
