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## Planning Sheet: BUSINESS ADMINISTRATION Marketing Specialization

(Effective Fall 2010. This major consists of 12 courses and is only available for WEC students)

### Business Administration Core Requirements:

Term	Grade	Course #	AugCore	Title
___	___	ACC 221		Introduction to Financial Accounting
___	___	ACC 222		Introduction to Managerial Accounting (Prereq: ACC 221)
___	___	ECO 113	SBS	Principles of Microeconomics (Prereq: MPG 3)
___	___	FIN 331		Financial Management (Prereq: MPG 3, ACC 221, and ECO 112 or 113)
___	___	MKT 252		Principles of Marketing
___	___	MIS 260		Problem Solving for Business (Prereq: MPG 3)

Select and complete one (1) of the following two (2) courses:

___	___	BUS 200	<input type="checkbox"/> Exploring Business as a Vocation
		BUS 242	<input type="checkbox"/> Principles of Management

### Marketing Specialization Requirements:

___	___	ECO 112	SBS	Principles of Macroeconomics (Prereq: MPG 3)
___	___	MKT 352		Marketing Research and Analysis (Prereq: MKT 252 and BUS 264 or 379 or MAT 163 or PSY 215 or SOC 362 or consent of instructor)
___	___	MKT 450		Marketing Management (Prereq: Passed CT assessment or GST 100, MKT 252, MKT 352, MKT 355 or 357, and ENL 111 or 112 or HON 111, or consent of instructor)

Select and complete one (1) of the following two (2) courses; this course is a prerequisite for MKT 352:

___	___	BUS 264	<input type="checkbox"/> Statistical Literacy for Managers (Prereq: MPG 3 or MAT 171, and MIS 175 or 260)
		BUS 379	<input type="checkbox"/> Quantitative Methods for Business and Economics (Prereq: MPG 3 or MAT 171, and MIS 175 or 260)

Select and complete one (1) of the following:

___	___	MKT 355	<input type="checkbox"/> Marketing Communications (Prereq: MKT 252)
		MKT 357	<input type="checkbox"/> Advertising ( <b>Note:</b> Either MKT 355 or MKT 357 can be taken for graduation credit, but not both)

### Notes:

- **Keystone:** All Business majors are encouraged to take KEY 490: Vocation and the Meaning of Success to meet the Keystone requirement.
- **Abbreviation Key:** ML = Modern Language; SC = Signature Curriculum; EM = Engaging Minneapolis; AE = Augsburg Experience; KC = Senior Keystone Course; NSM = Natural Science & Mathematics - no lab; NSM-L = Natural Science & Mathematics-with lab; SBS = Social & Behavioral Science; FA = Fine Arts; HUM = Humanities

**See back for information on graduation skills requirements**

## Planning Sheet: GRADUATION SKILLS REQUIREMENTS

These requirements were implemented for Fall 2008. Please talk with your faculty advisor for information.

**Graduation skills, including the Quantitative Reasoning requirements, are completed as follows.** Graduation skills in Critical Thinking, Writing, Speaking, and Quantitative Reasoning are required for graduation. Critical Thinking is embedded in all majors. Plans for completion of other graduation skills are determined by the major department. Consult your department chair or faculty advisor to select appropriate courses to meet the Quantitative Reasoning (QR) graduation skill. QR is satisfied by completing one (1) Quantitative Foundational course (QF) and one (1) Quantitative Application course (QA), or one (1) combined QFA course. The most current information on Graduation Skills can be found in the Augsburg College catalog at [www.augsburg.edu/catalog/](http://www.augsburg.edu/catalog/).

**Transfer students must consult an advisor about potential adjustments to their course requirements to fulfill each graduation skill.**

Designated Major Course	GRADUATION SKILLS - Marketing		Completed
Embedded in major	<b>Writing Requirements</b> TWO (2) Writing courses		
Embedded in major			
Embedded in major	<b>Speaking</b> One (1) Speaking course		
Designated Major Course	QUANTITATIVE REASONING		Completed
N/A	<b>Quantitative Foundations &amp; Applications</b> One (1) QFA course (Prereq: MPG3)	QFA course	
<b>- OR -</b>			
MIS 260	<b>Quantitative Foundations and Quantitative Applications</b> One (1) QF course (Prereq: MPG 3) <b>and</b> one (1) QA course		QF course
BUS 264 or 379			QA course

## Graduation Tally Checklist

These requirements were implemented in April 2003 and remain in effect until further notice.

Requirement	Progress Towards Completion	
<b>Cumulative Course Credits</b> <ul style="list-style-type: none"> <li>▪ Minimum number of course credits needed for graduation = 32</li> <li>▪ At least 8 credits completed at Augsburg.</li> <li>▪ 6 of last 8 credits completed in residence.</li> <li>▪ Second degree – minimum of 8 credits completed in residence.</li> </ul>	Transfer Credits Earned	
	+ Aug. Credits Earned	
	= Total Credits Earned	
	# Credits Needed	
<b>Grade Point Average (GPA)</b> <ul style="list-style-type: none"> <li>▪ Minimum 2.0 GPA required in major, minor, &amp; overall.</li> <li>▪ Some majors require higher GPA.</li> <li>▪ Latin Honors GPA requirements:                             <ul style="list-style-type: none"> <li>○ Summa cum laude: 3.9-4.0</li> <li>○ Magna cum laude: 3.80-3.89</li> <li>○ Cum laude: 3.60-3.79</li> </ul> </li> </ul>	Cumulative GPA	
	Major 1 GPA	
	Major 2 GPA	
	Minor GPA	
Other Limits	Minimum/Maximum	Your Total
<b>Overall maximum courses graded Pass/No Pass (P/N)</b> <ul style="list-style-type: none"> <li>▪ Grade of 2.0 or above required to Pass and earn credit for course.</li> <li>▪ Maximum of 2 of 6 credits P/N may be in major.</li> </ul>	Maximum of 6	
<b>Major Courses graded Pass/No Pass (P/N)</b>	Maximum of 2	
<b>Latin Honors courses graded Pass/No Pass (P/N)</b>	Maximum of 2	
<b>Latin Honors traditionally graded courses</b>	Minimum of 14	
<b>Internships</b>	Maximum of 4	
<b>Independent/Directed Studies</b>	Maximum of 2	