

Marketing (B.A.)

2015-2016 catalog



Student Name: _____ ID Number: _____

Major Requirements

Term Completed/Planned	Grade	Credit	✓	Course #	Title
_____	_____	4	<input type="checkbox"/>	ACC221	Introduction to Financial Accounting
_____	_____	4	<input type="checkbox"/>	ACC222	Introduction to Managerial Accounting
_____	_____	4	<input type="checkbox"/>	BUS301	Business Law
_____	_____	4	<input type="checkbox"/>	ECO112	Principles of Macroeconomics (SBS)
_____	_____	4	<input type="checkbox"/>	ECO113	Principles of Microeconomics (SBS)
_____	_____	4	<input type="checkbox"/>	FIN331	Financial Management
_____	_____	4	<input type="checkbox"/>	MIS260	Problem Solving for Business
_____	_____	4	<input type="checkbox"/>	MKT252	Principles of Marketing
_____	_____	4	<input type="checkbox"/>	MKT352	Marketing Research and Analysis
_____	_____	4	<input type="checkbox"/>	MKT450	Marketing Management
_____	_____	4	<input type="checkbox"/>	MKT466	International Marketing
Complete one (1) of BUS242 or BUS200					
_____	_____	4	<input type="checkbox"/>	BUS242	Principles of Management
_____	_____	4	<input type="checkbox"/>	BUS200	Exploring Business as a Vocation
Complete one (1) of MIS264 or MIS379					
_____	_____	4	<input type="checkbox"/>	MIS264	Statistical Literacy for Managers
_____	_____	4	<input type="checkbox"/>	MIS379	Quantitative Methods for Business and Economics
Complete one (1) of MKT350 or MKT354					
_____	_____	4	<input type="checkbox"/>	MKT350	Consumer Behavior
_____	_____	4	<input type="checkbox"/>	MKT354	Sales Management
Complete one (1) of MKT355 or MKT357					
_____	_____	4	<input type="checkbox"/>	MKT355	Marketing Communications
_____	_____	4	<input type="checkbox"/>	MKT357	Advertising

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

Student Signature

Date

Faculty Adviser Signature

Date

Student and faculty signature are required for submission with the Intent to Graduate form.