

Marketing (B.A.)

2016-2017 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"/>	BUS242 or BUS200	
_____	_____	4	<input type="checkbox"/>	BUS301	Business Law
_____	_____	4	<input type="checkbox"/>	BUS362	International Business
_____	_____	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"/>	MIS264 or MIS379	
_____	_____	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 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

Complete **one (1)** communications course, chosen from:

_____	_____	4	<input type="checkbox"/>	COM111	Public Speaking (HUM)
_____	_____	4	<input type="checkbox"/>	COM112	Contest Public Speaking
_____	_____	4	<input type="checkbox"/>	COM115	Scientific and Technical Public Speaking (HUM)
_____	_____	4	<input type="checkbox"/>	ENL240	Introduction to Literary Study (HUM)
_____	_____	4	<input type="checkbox"/>	ENL241	Introduction to Cinema Art (HUM)
_____	_____	4	<input type="checkbox"/>	ENL250	American Voices (HUM)
_____	_____	4	<input type="checkbox"/>	ENL251	Introduction to African-American Literature (HUM)
_____	_____	4	<input type="checkbox"/>	ENL255	American Indian Literature (HUM)
_____	_____	4	<input type="checkbox"/>	ENL260	Authors (HUM)
_____	_____	4	<input type="checkbox"/>	ENL270	Themes (HUM)
_____	_____	4	<input type="checkbox"/>	ENL280	Genres (HUM)
_____	_____	4	<input type="checkbox"/>	ENL290	Explorations in Language and Theory (HUM)
_____	_____	4	<input type="checkbox"/>	ENL291	Thailand: Teaching ESL (HUM)
_____	_____	4	<input type="checkbox"/>	HIS102	The Shaping of Western Civilization (HUM)
_____	_____	4	<input type="checkbox"/>	HIS103	The Modern World (HUM)
_____	_____	4	<input type="checkbox"/>	HIS195	Topic: Food: A Global History (this topic only) (HUM)
_____	_____	4	<input type="checkbox"/>	HIS282	The History of Women Since 1848 (HUM)

Complete **one (1)** mathematics course, chosen from MAT110, MAT114, MAT129, MAT145, MAT146, MAT171, MAT173, MAT273, or an approved transfer mathematics course (that is not statistics):

_____	_____	4	<input type="checkbox"/>	MAT _____
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Abbreviation Key: SBS = Social & Behavioral Science; HUM = Humanities

Student Signature Date Faculty Adviser Signature Date

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