

Marketing (B.A.)

2017-2018 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 (<u>or</u> BUS200 Exploring Business as a Vocation)
_____	_____	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	MIS264 or MIS379	
_____	_____	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 or MKT357				
_____	_____	4	MKT355	Marketing Communications
_____	_____	4	MKT357	Advertising
Complete one (1) communications course, chosen from:				
_____	_____	4	COM111	Public Speaking (HUM)
_____	_____	4	COM112	Contest Public Speaking
_____	_____	4	COM115	Scientific and Technical Public Speaking (HUM)
_____	_____	4	ENL240	Introduction to Literary Study (HUM)
_____	_____	4	ENL241	Introduction to Cinema Art (HUM)
_____	_____	4	ENL250	American Voices (HUM)
_____	_____	4	ENL251	Introduction to African-American Literature (HUM)
_____	_____	4	ENL255	American Indian Literature (HUM)
_____	_____	4	ENL260	Authors (HUM)
_____	_____	4	ENL270	Themes (HUM)
_____	_____	4	ENL280	Genres (HUM)
_____	_____	4	ENL290	Explorations in Language and Theory (HUM)
_____	_____	4	ENL291	Thailand: Teaching ESL (HUM)
_____	_____	4	HIS102	The Shaping of Western Civilization (HUM)
_____	_____	4	HIS103	The Modern World (HUM)
_____	_____	4	HIS282	The History of Women Since 1848 (HUM)
Complete one (1) mathematics course, chosen from MAT110, MAT111, MAT114, MAT145, MAT146, MAT171, MAT173, MAT273, or an approved transfer mathematics course (that is not statistics):				
_____	_____	4	MAT_____	

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 Advisor Signature Date

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