

Marketing (B.A.)

2019-2020 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
_____	_____	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	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) statistics course				
_____	_____	4	MIS264	Statistical Literacy for Managers
_____	_____	4	MIS379	Quantitative Methods for Business and Economics
Approved transfer course:				
Complete one (1) communications course, chosen from the options below. Transfer courses in English and History do not meet this requirement.				
_____	_____	4	COM111	Public Speaking (HUM)
_____	_____	4	COM112	Contest Public Speaking (<i>not approved for LAF</i>)
_____	_____	4	COM115	Scientific and Technical Public Speaking (HUM)
_____	_____	4	ENL223	Writing for Business and the Professions (<i>not approved for LAF</i>)
_____	_____	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: SBS = Social & Behavioral Science; HUM = Humanities

Note: Form is not complete until signed on page 2.

Marketing (B.A.)

Student's Signature

Date

Advisor's Printed Name

Signature

Date

Advisor(s): By signing, you indicate you have verified the accuracy of the information above. Faculty advisors must initial next to each course substitution/waiver and sign this form.