

Marketing, B.S.

303-556-3182 Central Classroom 305

Catalog 09-10

This sheet applies to the 2009-2010 catalog *only*. It does not replace the full catalog or departmental advising sheets as official statements of requirements. Students with declared majors *must* work with a faculty advisor on course selection and sequencing to ensure a timely graduation.

General Studies	34
Business core	33
Additional School of Business requirements	9
Major courses	24
Electives	20
Total to graduate (min. 40 hrs upper division)	120 min

Students who have reached junior standing (60 hrs) should request a CAPP (graduation compliance report) and review it with a faculty advisor.

GENERAL STUDIES

Composition

- ___ ENG 1010-3 Freshman Comp: The Essay
- ___ ENG 1020-3 Freshman Comp: Anal., Rsrch & Docum.

Mathematics

- ___ MTH 1310-4 Finite Math for Mgt. & Social Sciences

Note: MTH1110 or MTH1400 is acceptable for transfer students or students changing their major. Consult with a math faculty advisor for approval.

Communications

- ___ SPE 1010-3 Public Speaking

Historical

- ___ -3 (American History recommended)

Arts & Letters

- ___ -3
- ___ PHI 3360-3 Business Ethics
- or PHI 1030-3 Ethics

Social Sciences

- ___ PSY 1001-3 Introductory Psychology (or PSY 8000 transfer)
- or SOC 1010-3 Introduction to Sociology

- ___ PSC 1010-3 American National Government
- or PSC 1020-3 Political Systems and Ideas

Natural Sciences

- ___ -3
- ___ -3

Multicultural

(may be satisfied within General Studies, major, minor or elective)

- ___ -3

Additional School of Business Requirements

- ___ MTH 1320-3 Calculus for Mgt. & Social Sciences
- ___ ECO 2010-3 Principles of Economics: Macro
- ___ ECO 2020-3 Principles of Economics: Micro

BUSINESS CORE

- ___ ACC 2010-3 Principles of Accounting I
- ___ ACC 2020-3 Principles of Accounting II
- ___ CIS 2010-3 Computer Applications for Business*
- ___ CIS 2300-3 Business Statistics
- ___ CIS 3340-3 Advanced Business Statistics
- ___ FIN 3300-3 Managerial Finance
- ___ MGT 2210-3 Legal Environment of Business I
- ___ MGT 3000-3 Organizational Management
- ___ MGT 4950-3 Strategic Management (Senior Experience)
- ___ MKT 2040-3 Business Communication
- ___ MKT 3000-3 Principles of Marketing

Note: All business core courses must be completed with a "C" or better.

MAJOR COURSES

- ___ MKT 3010-3 Marketing Research
- ___ MKT 3310-3 Consumer Behavior
- ___ MKT 3710-3 International Marketing
- ___ MKT 4560-3 Marketing Strategy

Select 12 hrs of Marketing electives in consultation with a faculty advisor.

- ___ MKT
- ___ MKT
- ___ MKT
- ___ MKT

Students have an opportunity to add an international business component to their degree program.

ELECTIVES (20 hours)

*CIS/CIN 1010 may be taken as an elective/prerequisite or a Computer Literacy Test will be required.