

# Marketing, B.S.

303-556-3182 Central Classroom 305

Catalog 10-11

This sheet applies to the 2010-2011 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
<b>Total to graduate (min. 40 hrs upper division)</b>	<b>120 min</b>

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 Foundations of Information Systems\*
- \_\_\_ 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.

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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.