

### B.S. Marketing

Total Hours Required: 124 / Total Liberal Arts Hours Required 60

Name \_\_\_\_\_  
 Advisor \_\_\_\_\_

Transfer \_\_\_\_\_  
 Admitted to Major: \_\_\_\_\_ Ap. for Degree Submitted: \_\_\_\_\_

GENERAL REQUIREMENTS		SHr	Gr	Pts
<b>Liberal Arts (35-39 Credits)</b>				
*ART 101	Intro to Visual Arts	2	ART	101
BIB 101	OT Lit. & Theology	3	-----	-----
BIB 102	NT Lit. & Theology	3	-----	-----
CMC 101	Principles of Speech	2	SPE	108
CMP 101	Principles of Writing	3	ENG	101
GED 100	First Year Seminar	2	FYE	100
GED 401	Today's World	2	-----	-----
HST 101	Western Heritage	3	HIS	101/102 OR 104/105
LIT 200	Intro to Literature	3	LIT	201
MTH 185	Pre-Calculus ■	3	MAT	140
PHL 202	Phil. & Ethical Issues	3	PHI	103
	Lab Science	3, (4)	ANY	
	Foreign Language ♦	(3)		
	Liberal Arts Elective	3	ANY	
<b>Non-Liberal Arts</b>				
PED 100	Fundmntls of Phys Ed	2	HED	204
PED	Skills Course	1	ANY	
	<b>Total Credits</b>	<b>38-42</b>		

♦ or proficiency; see proficiency requirements in catalog  
 ■ Students must contact the Math Dept. (594- 6310) to assess readiness for MTH 185 and MTH 281.  
 \*or MUS 104 Introduction to Music  
 or FNA 102 Introduction to Dance  
 Honors students should take FNA 101 Fine Arts Symposium

Common Professional Core (60 Credit Hours)		SHr	Gr	Pts
<b>Liberal Arts (28 Credits)</b>				
CMC *	Choice of 4 courses	3		
CSC 130	Intro. To Mgmt. Info. Systems	3		
ECN 201**	Microeconomics	3	ECO	101
ECN 202	Macroeconomics	3	ECO	105/ 112
ECN 205	Personal Economics	3	BUS	100
MTH 281	Calculus ■	4	MAT	141
MTH 200	Statistics	3	MAT	129
PSY 260**	Org. Behavior	3		
SOC 341	Leadership Challenge	3		
* See Reverse for CMC Choices.				
** Counts as Gen. Ed.				
<b>Non-Liberal Arts (32)</b>				
ACC 201	Prin. of Acc. I	3	ACC	101
ACC 201	Prin. of Acc. I	1		
ACC 202	Prin. of Acc II	3	ACC	102
ACC 202	Prin. of Acc. II	1		
BUA 101	Introduction to Business	3	BUS	101
BUA 210	Business Law I	3	BUS	205
BUA 321	Corporate Finance	3		
BUA 380	International Business	3		
MGT 201	Principles of Management	3	BUS	104
MGT 220	Intro to Human Resources	3	BUS	207
MGT 420	Strategic Management	3		
MKT 201	Principles of Marketing	3	BUS	213
<b>Major requirements (21 Hours)</b>				
MKT 325	Internship Prep.	1		
MKT 340	Advertising	3		
MKT 345	Consumer Behavior**	3		
MKT 350	Sales Promotion**	3		
MKT 355	Personal Selling & Sales Mgmt.**	3		
MKT 401	Marketing Research**	3		
MKT 402	Marketing Mgmt.	3		
MKT 450	Internship	2		
** Note: Alternate Year Courses – Plan Accordingly				

Electives (6 Hours)	SHr	Gr	Pts
<b>(Check those that are Liberal Arts credits)</b>			
	3		
	3		

DATE	SEM HRS	TRANS CR	Fs	Ps	TOT GR PTS	GPA	TOT SEM HRS

