

Name:	
UID:	
Date:	

## Bachelor of Science in Business Administration in Marketing (MKT)

### 4.5.3 Worksheet

#### Marketing Concentration Requirements (27 credits)

	<u>Course Code</u>	<u>Course Title</u>	<u>CR</u>	<u>Pre-Req, ConP</u>	<u>Other Information</u>	<u>Semester</u>	<u>Comments</u>
<input type="checkbox"/>	MKT 400	Internship in Marketing	3	MKT 300, JR			
<input type="checkbox"/>	MKT 410	Customer Relations and Consumer Behavior	3	MKT 300, JR			
<input type="checkbox"/>	MKT 420	International Marketing Management	3	MKT 300, JR			
<input type="checkbox"/>	MKT 430	Professional Selling	3	MKT 300, JR			
<input type="checkbox"/>	MKT 440	Advertising and Promotion	3	MKT 300, JR			
<input type="checkbox"/>	MKT 460	Marketing Planning and Research	3	MKT 410, SR			
<input type="checkbox"/>	MKT 470	New Product Development	3	MKT 410, SR			
<input type="checkbox"/>	MKT 480	e-Marketing	3	MKT 300, JR			
<input type="checkbox"/>	MKT 490	Retailing and International Marketing	3	MKT 300, SR			

\* Minimum grade "C" is required for all concentration courses

Marketing Concentration Credits Planned: \_\_\_\_\_

Marketing Concentration Credits Completed: \_\_\_\_\_

Marketing Concentration Credits Remaining: \_\_\_\_\_

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### Business Core Requirements (41credits)

	<u>Course Code</u>	<u>Course Title</u>	<u>CR</u>	<u>Pre-Req, ConP</u>	<u>Other Information</u>	<u>Semester</u>	<u>Comments</u>
<input type="checkbox"/>	ACT 300	Financial Accounting	3	MAT 150 or MAT 200 or MA 223			
<input type="checkbox"/>	ACT 310	Managerial Accounting	3	ACT 300			
<input type="checkbox"/>	BUS 220	Business Law and Ethics	3	BUS 250			
<input type="checkbox"/>	BUS 230	Technology and Research Methods	1	-			
<input type="checkbox"/>	BUS 250	Business Organization and Management	3	ENL 100 or ENGL 100			
<input type="checkbox"/>	BUS 300	Career Planning	1	JR			
<input type="checkbox"/>	BUS 310	Introduction to Leadership	3	BUS 250			
<input type="checkbox"/>	ECON 251	Microeconomics	3	MAT 100 or Passing MAT 110 or MA 158 or Passing Engineering Math placement test			
<input type="checkbox"/>	ECON 252	Macroeconomics	3	ENL 110, SPH			
<input type="checkbox"/>	FIN 300	Managerial Finance	3	ACT 300, SPH			
<input type="checkbox"/>	HRM 300	Organizational Behavior	3	BUS 250, SPH			
<input type="checkbox"/>	MGT 320	Operations Management	3	BUS 250, STA 200/220, JR			
<input type="checkbox"/>	MGT 450	Strategic Management	3	BUS 250, FIN 300, MKT 300, SR			
<input type="checkbox"/>	MIS 300	Management Information Systems	3	ICT 100, JR			
<input type="checkbox"/>	MKT 300	Principles of Marketing Management	3	ECON 252, JR			

Business Core Credits Planned: \_\_\_\_\_

Business Core Credits Completed: \_\_\_\_\_

Business Core Credits Remaining: \_\_\_\_\_

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### Mathematics and Statistics Requirement (12 credits)

<u>Course Code</u>	<u>Course Title</u>	<u>CR</u>	<u>Pre-Req. ConP</u>	<u>Other Information</u>	<u>Semester</u>	<u>Comments</u>
<input type="checkbox"/> MAT 100	Introduction to Mathematics	3	-			
<input type="checkbox"/> MAT 150	Mathematics for Business	3	MAT 100			
<input type="checkbox"/> MAT 175	Calculus for Business	3	MAT 150			
<input type="checkbox"/> STA 200	Managerial Statistics	3	MAT 150			

Mathematics Credits Planned: \_\_\_\_\_

Mathematics Credits Completed: \_\_\_\_\_

Mathematics Credits Remaining: \_\_\_\_\_

### Technology Requirement (3 credits)

<u>Course Code</u>	<u>Course Title</u>	<u>CR</u>	<u>Pre-Req. ConP</u>	<u>Other Information</u>	<u>Semester</u>	<u>Comments</u>
<input type="checkbox"/> ICT 100	Introduction to IT and Computing Essentials	3	-			

Technology Credits Planned: \_\_\_\_\_

Technology Credits Completed: \_\_\_\_\_

Technology Credits Remaining: \_\_\_\_\_

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Liberal Arts Requirements (38 credits)

English Language and Communication Skills (15 credits)

<u>Course Code</u>	<u>Course Title</u>	<u>CR</u>	<u>Pre-Req, ConP</u>	<u>Other Information</u>	<u>Semester</u>	<u>Comments</u>
<input type="checkbox"/> ENL 100	English for Academic Studies	3	-			
<input type="checkbox"/> ENGL 110	English Composition	3	ENL 100 or ENGL 100			
<input type="checkbox"/> COM 114	Fundamentals of Speech Communication	3	ENL 100 or ENGL 100			
<input type="checkbox"/> ENGL 220	English Language in Professional Contexts	3	ENL 110			
<input type="checkbox"/> ENL 320	Writing in Business	3	ENL 220 or ENGL 220			

General Education Electives (23 credits)

<u>Course Code</u>	<u>Course Title</u>	<u>CR</u>	<u>Pre-Req, ConP</u>	<u>Other Information</u>	<u>Semester</u>	<u>Comments</u>
<input type="checkbox"/>						
<input type="checkbox"/>						
<input type="checkbox"/>						
<input type="checkbox"/>						
<input type="checkbox"/>						
<input type="checkbox"/>						
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<input type="checkbox"/>						

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Date:	

<input type="checkbox"/>	<u>Course Code</u>	<u>Course Title</u>	<u>CR</u>	<u>Pre-Req, ConP</u>	<u>Other Information</u>	<u>Semester</u>	<u>Comments</u>
<input type="checkbox"/>							
<input type="checkbox"/>							
<input type="checkbox"/>							
<input type="checkbox"/>							
<input type="checkbox"/>							
<input type="checkbox"/>							
<input type="checkbox"/>							

Liberal Arts Credits Planned: \_\_\_\_\_  
 Liberal Arts Credits Completed: \_\_\_\_\_  
 Liberal Arts Credits Remaining: \_\_\_\_\_

Minimum Total Credits Required for Degree: 121

Total Credits Planned: \_\_\_\_\_

Total Credits Completed: \_\_\_\_\_

Total Credits Remaining: \_\_\_\_\_