

Department of Business Administration

Bachelor of Science (B.S) in Business Administration

Marketing Balance_Sheet

Name:	Advisor:
Bulletin Year:	
Major: Business Administration	Total Degree Hours: 120 hours

CORE REQUIREMENTS (33-38 Semester Hours)	Credit Hours	Grade Earned	Semester Earned	Comments
CORE 100 New Student Orientation Seminar	1			
CORE 150 Composition I	3			
CORE 160 Composition II and Oral Communication	3			
CORE 120 Critical Thinking	2			
MATH 101/MATH 110/MATH 120 (satisfies CORE 131 requirement) *****Math 100 = 0 credits*****	3			
CORE 201 Introduction to Business and Entrepreneurship	3			
CORE 260 Humanities	3			
CORE 360 The World and Its Peoples	3			
Choose one course from Groups A, B, C, D, and E				
A- Cultural Exposure: Art 291; 292; English 275; History 180, 270; Music 200,206;	3			
B- Analytical Skills: CORE 132; BAD 200,260; Math 115, 120; NSCI 360; SSCI 280 (Required Cognates satisfy Group B)	0			
C- The Arts: CORE 220; Music 207, 208,205: Art 207,208	3			
D – Science: CORE 240 or Biol 101/101L and Chem 113/103L or Chem 113/103L and PHYS 130/130L or PHYS130/130L and Biol 101/101L	3			
E- Social Science: Econ230, 240; HIS160; PSCI122; PSY180; SOC100	3			
	Total Hours Earned		Total Hours Needed	

FOREIGN LANGUAGE (6 Credits depending on the foreign language placement scores)	Credit Hours	Grade Earned	Semester Earned	Comments
SPAN or FREN 101 Elementary I	3			
SPAN or FREN 102 Elementary II	3			
	Total Hours Earned		Total Hours Needed	

REQUIRED COGNATES (3 Credits) (Choose <i>one</i> course from the following)		Credit Hours	Grade Earned	Semester Earned	Comments
(Choose <i>one</i> course from the following)	BAD260 Applied Statistics <i>Or</i> SSCI280 Methods & Statistics for Social Research <i>or</i> NSC 360 Statistics	3			
		Total Hours Earned		Total Hours Needed	
MAJOR REQUIREMENTS (42 Credits)		Credit Hours	Grade Earned	Semester Earned	Comments
ACC230 Principles of Accounting I		3			
ACC240 Principles of Accounting II		3			
BAD110 Business Information Systems <i>or</i> CSCI100 Introduction to Computing		3			
BAD230 Business Ethics		3			
BAD220 Legal and Ethical Environment of Business		3			
BAD250 Business Communications		3			
BAD320 Marketing		3			
BAD490 Business Policy		3			
ECON230 Principles of Microeconomics		3			
ECON240 Principles of Macroeconomics		3			
FIN320 Business Finance		3			
MGT280 Management Principles and Practice		3			
MGT330 Production Operations Management		3			
BAD399 Internship		3			
		Total Credits Earned		Total Credits needed	

Marketing concentration (24 cr.)		Credit Hours	Grade Earned	Semester Earned	Comments
MGT350 International Business		3			
MKT310 Consumer Behavior		3			
MGT380 Entrepreneurial Development		3			
MGT320 Human Resource Management		3			
MKT4XX Marketing Analytics		3			
MKT420 Marketing Strategy		3			
Choose two of the following	MKT3XX Brand strategy	3			
	MKT320 Digital marketing	3			
	MKT3XX Integrated marketing communications	3			
	MKTXXX Music marketing	3			
	MKT3XX Supply chain management	3			
	MKT3XX Professional selling and sales management	3			
	MKT3XX Healthcare marketing	3			
	MKT4XX Special Topics in Marketing	3			
	MKT3XX Brand strategy	3			
		Total Credits Earned		Total Credits needed	
GENERAL ELECTIVES (13 credits)		Credit Hours	Grade Earned	Semester Earned	Comments
		Total Credits Earned		Total Credits needed	

Total Hours Required For Graduation à 120 hours		
	Hours required	Hours completed
CORE Requirements	33	
Foreign Languages <i>(Credits will vary depending on placement score results)</i>	6	
Cognates	3	
Major Requirements	42	
Marketing concentration	24	
General Electives <i>(Number of credits will vary depending on other course credit choices)</i>	X	
	Total hours required = 120 hours	
Major Field Test (MFT) Examination	Date Passed:	
Exit Examination	Date Passed:	

X

Student's signature

Date: _____

X

Advisor signature

Date: _____