Name _____

ID#_____

BUSINESS ADMINISTRATION-MARKETING – B.S. DEGREE

Business Core (minimum grade of "C" or above)

PLG 241 Legal Environment of Business	MIS 160 (260) Spreadsheet Applications					
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EC 201 Prin of Economics I		ED 202 Prin of Economics II				
ACC 211 Prin of Accounting I		ACC 212 Prin of Accounting II				
BQA 345 (270) Advanced Statistical Analysis for Business		FIN 355 Business Finance				
MKT 361 Principles of Marketing		MGT 381 Principles of Management				
MGT 385 Operations/Production Management		MGT 497 (463) Strategic Management				
Major Courses (minimum grade of "C" or above)						
FIN 340 Financial Markets & Institutions	MKT 363 Integrated Marketing Communications					
MKT 365 Retail Management	MKT 370 Consumer Behavior					
MKT 375 Sales Management		MGT 382 (498) Organizational Behavior				
ACC 465 Managerial Accounting		MKT 490 Marketing Management				
MKT 495 Marketing Research						
Select one of the following: (3 semester hours) (r	ninimu					
MIS 322 Web Development for Business		MKT 400 Internship (3 semester hours required)				
MGT 386 (404) Human Resource Management		MKT 455 Internet Marketing				
MIS 475 Electronic Commerce Strategies		· · · · · · · · · · · · · · · · · · ·				
B.S. Requirements (minimum grade of "C" or above))					
Natural Science w/lab		Natural Science w/lab				
MA 123 Statistics		Science or Math				
MA 113 College Algebra or higher		Math Course above MA 113 or Computer Applications/Programming Course (3)				
General Electives (15 hours) or as needed to comp	lete h					

Comprehensive Exit Exam					Exit Questionnaire							
Total Degre Audited:	Total Degree hours required = 124 semester hours Audited:											