| Name        |  | <br> |
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|             |  |      |
| <b>ID</b> # |  |      |

## **BUSINESS ADMINISTRATION-MARKETING – B.S. DEGREE**

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

| Business Core (minimum grade of "C" or al                  | bove)  |                    |  |   |   |
|--|--------|--------------------|--|---|---|
| PLG 241 Legal Environment of Business                      |        |                    | MIS 160 (260) Spreadsheet Applications         |   |   |
| 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            |        |                    | FIN 355 Business Finance                       |   |   |
| Business   |        |                    |  |   |   |
| 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 a                   | 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 h                 | ours)  | (mi                | inimum grade of "C" or above)                  |   |   |
| 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                     |        |                    |  | ı |   |
| <b>B.S. Requirements</b> (minimum grade of "C" of          | or abo | ve)                | _  |   |   |
| 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 cor | mple               | ete hours for degree requirements              | 1 |   |
|  |        |                    |  |   |   |
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|  |        |                    |  |   |   |
|  | ı      |                    |  |   |   |
| Comprehensive Exit Exam                                    |        | Exit Questionnaire |  |   |   |
| <b>Total Degree hours required = 124 semester</b> Audited: | hours  | S                  |  |   |   |
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2016-2017