

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	
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) (minimum 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			

B.S. Requirements

Natural Science w/lab		Natural Science w/lab	
MA 123 Statistics (grade C or above)		Science or Math	
MA 113 College Algebra or higher (grade C or above)		Math Course above MA 113 or Computer Applications/Programming Course (3)	

General Electives (15 hours) or as needed to complete hours for degree requirements

Comprehensive Exit Exam		Exit Questionnaire	
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Total Degree hours required = 124 semester hours

Audited:
