

January 2008

School of Business, Economics, and Legal Studies

B.S. in Business Administration - Marketing Degree Audit

Name \_\_\_\_\_

S.I.D. \_\_\_\_\_

Intended month/year of graduation \_\_\_\_/\_\_\_\_

Advisor Approval \_\_\_\_\_

**General Education Requirements**

**(36-37 credits)**

***Communications Skills (9 credits)***

ENGL110 3 \_\_\_\_\_

ENGL111 3 \_\_\_\_\_

COMM101 3 \_\_\_\_\_

***Mathematics (3 credits)***

\* MATH111 3 \_\_\_\_\_

***Aesthetics (7-8 credits)***

HUMN251 4 \_\_\_\_\_

\_\_\_\_\_ 3-4 \_\_\_\_\_

***Cultural Diversity (3 credits)***

BUSN308 3 \_\_\_\_\_

***Social Science (6 credits)***

\* ECON201 3 \_\_\_\_\_

\_\_\_\_\_ 3 \_\_\_\_\_

***Natural Science (with lab) (8 credits)***

\_\_\_\_\_ 4 \_\_\_\_\_

\_\_\_\_\_ 4 \_\_\_\_\_

**B.S. Degree Requirements**

**(8 credits)**

\* ECON202 3 \_\_\_\_\_

\_\_\_\_\_ - \_\_\_\_\_

\_\_\_\_\_ - \_\_\_\_\_

\* Courses are also required as part of the  
Common Professional Component.

\_\_\_\_\_ At least 128 credits

\_\_\_\_\_ Residency - 32 hours

\_\_\_\_\_ 2.0 GPA

\_\_\_\_\_ 2.0 GPA in departmental requirements

I certify that all departmental requirements are complete  
and the departmental grade point average is 2.0 or higher.

X \_\_\_\_\_

Department Head

School of Business, Economics, and Legal Studies

**Degree Requirements**

**(82 credits)**

***Common Professional Component (69 credits)***

ACTG132 4 \_\_\_\_\_

ACTG133 4 \_\_\_\_\_

BUSN121 3 \_\_\_\_\_

BUSN211 3 \_\_\_\_\_

BUSN231 3 \_\_\_\_\_

BUSN350 3 \_\_\_\_\_

BUSN355 3 \_\_\_\_\_

BUSN403 3 \_\_\_\_\_

BUSN466 3 \_\_\_\_\_

DATA235 3 \_\_\_\_\_

ECON201 3 \_\_\_\_\_

ECON202 3 \_\_\_\_\_

FINC341 4 \_\_\_\_\_

MATH111 3 \_\_\_\_\_

MRKT281 3 \_\_\_\_\_

MRKT381 3 \_\_\_\_\_

MRKT480 3 \_\_\_\_\_

MRKT481 3 \_\_\_\_\_

MGMT360 3 \_\_\_\_\_

MGMT365 3 \_\_\_\_\_

MGMT375 3 \_\_\_\_\_

MGMT464 3 \_\_\_\_\_

OFFC112 1 \_\_\_\_\_

***Four Marketing Electives (12 credits)***

\_\_\_\_\_ - \_\_\_\_\_

\_\_\_\_\_ - \_\_\_\_\_

\_\_\_\_\_ - \_\_\_\_\_

\_\_\_\_\_ - \_\_\_\_\_

***Electives (100 level or higher) to total 128***

***See reverse side for  
elective choices***

## **Business Administration Marketing General Education and Electives List**

### ***Marketing Electives***

MRKT283 Principles of Selling  
MRKT385 Services Marketing  
MRKT387 Advertising Theory and Practice  
MRKT388 Retail Management  
MRKT483 Sales Force Management  
MRKT486 International Marketing

### ***Aesthetics***

ARTS250, ARTS251, HUMN240, HUMN252, HUMN255, MUSC220, MUSC221, NATV240, PHIL302, PHIL305, or 8 credits from second year of foreign language

### ***Social Science***

GEOG201, GEOG302, GEOG306, HLTH328, HIST101, HIST102, HIST131, HIST132, NATV225, PLSC110, PLSC160, PLSC241, PSYC101, PSYC155, SOCY101, SOCY102, SOCY113, SOCY225, SOCY226, SOCY321, EDUC250

### ***Natural Science with Lab***

BIOL105, BIOL109, BIOL122, BIOL204, CHEM105, CHEM108/CHEM109, CHEM115, CHEM116, GEOL115, GEOL121, GEOL122, GEOG106, GEOG108, NSCI101, NSCI102, NSCI103/NSCI104, NSCI110, NSCI116, NSCI119, PHYS221, PHYS231

### **BS Degree Requirement**

At least 8 credits, in addition to courses used for general education requirement, from categories of social science, natural science or mathematics.

