

Name: \_\_\_\_\_ ID \_\_\_\_\_ Entering Semester/Year \_\_\_\_\_

**MAJOR: Marketing**

**GENERAL EDUCATION REQUIREMENTS (37 credits)\***

*Freshman and Sophomore Courses*

- ( ) ENG 101 Freshman English I (3cr)\*
- ( ) ENG 102 Freshman English II (3cr)\*
- ( ) SOM 120 IT & Productivity Tools (3cr)
- ( ) Communication: CJN 177 or CJN 103 (3cr)\*
- ( ) MATH 134 Calculus for Mgt. Social Science (3cr)\*[note 1]
- ( ) STATS 250 Applied Statistics (3cr)\*
- ( ) EC 101 Principles of Economics (Micro) (3cr)\*
- ( ) EC 102 Principles of Economics (Macro) (3cr)\*
- ( ) Ethics BLE 215 (formerly B.LW 215 or SOM 203) (3cr)
- ( ) Diversity Requirement: (3cr)\* [note 2]
- ( ) Literature (3cr)\* [note 3]
- ( ) Science Requirement (4cr)[note 4]

**BUSINESS CORE REQUIREMENTS (33 credits)**

*Freshman and Sophomore Courses*

- ( ) SOM 101 Business Organization & Leadership(3cr) [note 5]
- ( ) BLE 214 Principles of Business Law (formerly B.LW 214) (3cr)
- ( ) ISOM 201 Data & Decision Analysis (3cr) (formerly MGT 201)
- ( ) ACCT 201 Accounting for Decision Making I (3cr)
- ( ) ACCT 202 Accounting for Decision Making II (3cr)
- ( ) MKT 210 Principles of Marketing (formerly MKT 310) (3cr)

*Junior and Senior Courses Only; Students must have completed 54 semester hours to register for these courses*

- ( ) ISOM 310 Management Information Systems (3cr)
- ( ) FIN 310 Business Finance (3cr)
- ( ) MGT 317 Organizational Behavior (3cr)
- ( ) ISOM 319 Operations Management (3cr)
- ( ) MGT 429 Strategic Management (3cr) (Senior Status only)

**MAJOR REQUIREMENTS (21 credits)**

*All prerequisites must be satisfied*

*(see catalog for requirement details)*

- ( ) MKT 317 Consumer Behavior
- ( ) MKT 319 Marketing Research
- ( ) MKT 419 Marketing Policies and Strategies
- ( ) Major Elective \_\_\_\_\_
- ( ) Major Elective \_\_\_\_\_
- ( ) Major Elective \_\_\_\_\_
- ( ) Major Elective \_\_\_\_\_

**FREE ELECTIVES (31 credits)**

*May be Business or Liberal Arts Electives*

You must earn a minimum of 122 credits to complete the BSBA. Please print your current online Program Evaluation to help keep track of your completed free elective credits.

Please use the lines below to record free elective credits as needed. Include: Number, Title & Credits

- ( ) \_\_\_\_\_ ( ) cr
- ( ) \_\_\_\_\_ ( ) cr
- ( ) \_\_\_\_\_ ( ) cr
- ( ) \_\_\_\_\_ ( ) cr
- ( ) \_\_\_\_\_ ( ) cr
- ( ) \_\_\_\_\_ ( ) cr
- ( ) \_\_\_\_\_ ( ) cr
- ( ) \_\_\_\_\_ ( ) cr
- ( ) \_\_\_\_\_ ( ) cr
- ( ) \_\_\_\_\_ ( ) cr
- ( ) \_\_\_\_\_ ( ) cr

\* Refers to courses that will be offered in the 4 credit format beginning Fall 2007. Extra credits earned as a result of this change may be applied to your free elective credit requirements.

Notes:

1. Math 161 and Math 130 may also substitute for this requirement. Students who take Math 104 prior to taking 134 may be able to use Math 104 as a Free Elective. ACCT & FIN Majors may NOT use MATH 130 toward the Math requirement.
2. Choose one course from: CJN-216,CJN-485,GVT-465,GVT-467,HST-149,HST-150,HST-160,HST-328,HST-494,IB-101,MGT-322, PHIL-251,SOC-228,SOC-326.
3. Literature (3cr): Select one from ENG 213, 214, 215, 216, 217, or 218.
4. Science Requirement (4cr): One Lab Science or one 4 credit science course.
5. Beginning Fall 2007 SOM 101 will be renamed MGT 101 Business Foundations.

**IMPORTANT NOTICE:** Students are responsible for understanding all University and School policies, procedures and degree requirements. Such information can be found in the University Catalog and Student Handbook. Any exception to the Program of Study must have written approval from the Sawyer Business School Undergraduate Programs Office. **Students must maintain a minimum cumulative grade point average of 2.0 as well as a 2.0 in the major and minor for graduation. ALL BACCALAUREATE DEGREES (for students entering prior to Fall 2007) REQUIRE 122 COMPLETED CREDITS.**

**Administrative Comments:**

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Approval Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Revised: \_\_\_\_\_