



**MONTANA STATE UNIVERSITY-BILLINGS**  
**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**  
**MARKETING OPTION**  
**GENERAL BULLETIN 2003-2005**

*Access & Excellence*

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Name \_\_\_\_\_

Student ID # \_\_\_\_\_

**GENERAL EDUCATION REQUIREMENTS – SEE PAGE 4 FOR SPECIFIC COURSES**

General Education Category	Course #	Credits	Grade	Semester	Equivalent
Category I: Writing (6 cr.)	*ENGL 150	3			
	ENGL 301				
Category II: Oral Skills (3 cr.)					
Category III: Mathematics (3 cr.)	*MATH 121 or 112				
Category IV: Natural Sciences (7 cr.) (1 life science/1 physical science/1 lab)					
Category V: Social Sciences (6 cr.) (2 courses from separate prefixes)	*ECON 200				
Category VI: History (3 cr.)					
Category VII: Cultural Diversity (3 cr.)					
Category VIII: Fine Arts (3 cr.)					
Category IX: Integrated Humanities (3 cr.)					

*\*Business majors must pass all "\*" courses with a grade of "C" or better prior to taking 300 and 400 level Business courses. Students must complete all courses required for a Business major with a "C" or better grade.*

**Students should consult with their advisors to determine if specific courses are necessary in order to satisfy the General Education requirements within this program.**

*Certain courses in this program have prerequisites; students should check the course descriptions for required prerequisites.*

<b>CATEGORY I: WRITING</b>			<b>6</b>
<b>ENGL</b>	<b>150</b>	<b>College Composition</b>	<b>3</b>
ENGL	210	Technical Writing	3
ENGL	226	Research Writing	3
<b>ENGL</b>	<b>301</b>	<b>Business Communications</b>	<b>3</b>
CTCM	202	Business Communication	3
CTCM	203	Technical Communication	3

<b>CATEGORY II: ORAL SKILLS</b>			<b>3</b>
COMT	101	Fundamentals of Communication	3
COMT	110	Interpersonal Communication	3
COMT	130	Introduction to Public Speaking	3
FREN	202	Intermediate French II	3
GERM	202	Intermediate German II	3
SPAN	202	Intermediate Spanish II	3
CTCM	109	Human Relations	3
CTCM	130	Introduction to Public Speaking	3

<b>CATEGORY III: MATHEMATICS</b>			<b>3</b>
FIN 201, 202, 203		Personal Financial Planning...	1
MATH	106	College Algebra	3
MATH	107	Precalculus	5
<b>MATH</b>	<b>112</b>	<b>Calculus I</b>	<b>4</b>
<b>MATH</b>	<b>121</b>	<b>Finite Mathematics</b>	<b>4</b>
MATH	141	Contemporary Mathematics	3
MATH	161	Mathematics for Health Sciences	4
STAT	141	Introduction to Statistics	3
STAT	241	Statistical Methods	4
CTCM	122	College Mathematics for Technology	3

**CATEGORY IV: NATURAL SCIENCE** **7**

*Students are required to take one course from each subcategory and at least one corresponding lab or SCIN 101, 102 & 103*

*Subcategory A – Life Sciences*

BIOL	101	Survey of Biology	3
BIOL	115	Survey of Biology Lab	1
BIOL	178	Principles of Biology	3
BIOL	188	Principles of Biology Lab	1

*Subcategory B – Physical Sciences*

CHEM	104	Fund of General & Organic Chemistry	3
CHEM	105	Fund of General & Organic Chem Lab	1
CHEM	115	General Chemistry I	3
CHEM	118	General Chemistry I Lab	1
EASC	100	Lithosphere and Hydrosphere	3
EASC	101	Lithosphere and Hydrosphere Lab	1
EASC	120	Historical Geology & Paleontology	3
EASC	121	Historical Geology & Paleontology Lab	1
GEOG	100	Physical Geography Lab	1
GEOG	101	Physical Geography	3
PHYS	101	Earth, Air, Fire and Water	3
PHYS	102	Earth, Air, Fire and Water Lab	1
PHYS	110	College Physics I	3
PHYS	111	College Physics I Lab	1
PHYS	201	Introduction to Astronomy	3
PHYS	203	Introduction to Astronomy Lab	1
SCIN 101, 102, 103		Integrated Science I, II, III	3, 1, 3

**CATEGORY V: SOCIAL SCIENCE** **6**

*Two courses from separate prefixes*

BUS	101	Introduction to Business	3
<b>ECON</b>	<b>200</b>	<b>Principles of Microeconomics</b>	<b>3</b>
ECON	201	Principles of Macroeconomics	3
EDF	100	Educ Persons for a Democratic Society	3
POLS	101	Introduction to Government	3
POLS	212	United States Government	3
PSYC	101	General Psychology	3
SOCL	101	Introduction to Sociology	3
SOCL	212	Physical Anthropology & Archeology	3
SOCL	221	Social Problems	3

<b>CATEGORY VI: HISTORY</b>			<b>3</b>
HIST	104	History of World Civilization to 1500	3
HIST	105	History of World Civilization Since 1500	3
HIST	106	Honors: History of Western Civ to 1648	3
HIST	107	Honors: History of Western Civ since 1648	3
HIST	109	Current World Problems	3
HIST	204	United States History to 1877	3
HIST	205	United States History Since 1877	3
POLS	221	International Relations	3

**CATEGORY VII: CULTURAL DIVERSITY** **3**

ART	131	Global Visual Culture	3
A&SC/SOCL 250		Women, Culture and Society	3
GEOG	102	World Geography	3
GEOG	120	Environment and Culture	3
HIST	351	History of Islamic Civilization	3
HIST	353	The Middle East in the Twentieth Century	3
MUSC	150	Musics of the World	3
NAMS	181	Introduction to Native American Studies	3
NAMS	211	Social Issues of the Native American	3
PHIL	105	The Religious Quest	3
PHIL	233	Phil & Religions of India	3
PHIL	234	Phil & Religions of China, Tibet & Japan	3
SOCL	211	Cultural Anthropology	3
SPAN	150	The Hispanic Tradition	3

**CATEGORY VIII: FINE ARTS** **3**

ART	110	Art Studio Essentials for Non-Art Majors	3
ART	142	Introduction to Pottery	3
ART	161	Introduction to Drawing	3
COMT	150	Introduction to Theater	3
COMT	155	Global Cinema	3
COMT	250	Introduction to Acting	3
ENGL	160	Reading and Responding to Literature	3
ENGL	204	Fundamentals of Creative Writing	3
ENGL	280	Fiction into Film	3
MUSC	100	Music Appreciation	3
MUSC 160/360		Symphonic Band	1
MUSC 162/362		Concert Choir	1
MUSC 168/368		Jazz Ensemble	1
PHIL	303	Classical Mythology	3
CTDR	248	CAD Presentations	3

**CATEGORY IX: INTEGRATED HUMANITIES** **3**

ART	132	Art History Survey	3
ENGL	260	World Foundations of Literature	3
HON	181	The Ancient and Medieval Worlds	3
HON	182	The Renaissance and Modern Worlds	3
MUSC	340	Music History to 1750	3
MUSC	341	Music History 1750 to the Present	3
PHIL	107	Philosophical Inquiry	3
PHIL	115	Ethics	3
PHIL	117	Philosophies of Life	3
PHIL/ENGL 240		The Bible as Literature	3
PHIL	250	Christianity	3
PHIL	301	Death, Dying, and Medical Ethics	3
PHIL	311	Environmental Ethics	3
PHIL	314	Business Ethics	3

Course		Credits	Grade	Semester	Equivalent
<b>Required Core</b>					
*ACCT	233	Principles of Accounting I	3		
*ACCT	234	Principles of Accounting II	3		
BUS	205	Business Law	3		
BUS	315	Applied Business Decisions	3		
*ECON	201	Principles of Macroeconomics	3		
FIN	351	Principles of Financial Management	3		
*MIS	225	Introduction to Productivity Application Software	3		
MGMT	321	Principles of Management	3		
MGMT	322	Operations Management	3		
MGMT	488	Business Strategy	3		
MKT	340	Principles of Marketing	3		
*STAT	241	Statistical Methods	4		

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#### Option in Marketing

MGMT	353	Organizational Behavior	3		
MGMT	456	International Business	3		
MGMT	438	Small Business and Entrepreneurship	3		
MKT	341	Consumer Behavior	3		
MKT	344	Professional Selling	3		
MKT	448	Market Research	3		
MKT	449	Strategic Marketing Management	3		

#### Restricted Electives

Select three courses from the following:

MIS	310	Web Design, Development and Implementation	3		
MGMT	422	Project Management	3		
MKT	301	Market Mapping	1		
MKT	343	Integrated Marketing Communications	3		
MKT	365	e-Commerce	3		
MKT	370	Supply Chain Management	3		
MKT	445	Retail Management	3		
MKT	475	Service Marketing/Management	3		
MKT	480	National Advertising Campaign	3		
MKT	491	Independent Study	3		
MKT	492	Seminar	3		
BUS	490	Internship	3		

**Requirements – Double Option in Management and Marketing**

Student seeking to complete options in both Marketing and Management must complete three courses from the Restricted Elective courses in the Management option and *three different* courses from the Restricted Elective courses in the Marketing option.

**Electives must be courses outside the College of Business.**


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**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION – MARKETING OPTION**

<b>Categories</b>	<b>Credits</b>	<b>Earned</b>	<b>Signature/Date</b>
General Education	38	_____	_____
Quantitative Methods	8	_____	_____
Required Business Courses	39	_____	_____
Marketing Courses	30	_____	_____
Electives (variable)	V	_____	_____
Total	120	_____	_____

**A minimum of 60 credits must be taken outside the College of Business. (Economics courses may be used to fulfill this requirement.)**

\_\_\_\_\_  
**Advisor Signature/Date**

**Students must complete all courses required for a Business major with a “C” or better grade.**

\_\_\_\_\_  
**Advisor Signature/Date**

**It is the student’s responsibility to know and meet the requirements for graduation.**

**A minimum of 36 credits must be upper division classes (300 and above).**

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**NOTES:**