



ADVISING WORKSHEET
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
MARKETING OPTION
General Bulletin 2007-2009

TRANSFER INSTITUTION(S):

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Name _____

Student ID # _____

ACADEMIC FOUNDATIONS REQUIREMENTS – SEE BACK PAGE FOR SPECIFIC COURSES

Academic Foundations Category	Course #	Credits	Grade	Semester	Equivalent
Category I: Global Academic Skills (12 credits) A. Mathematics (3 credits) B. English (6 credits) C. Information Literacy (3 credits)	*MATH 121				
	*ENGL 150				
	ENGL 201				
Category II: Natural Sciences (7 credits) 2 lectures (6 credits) & 1 lab (1 credit) (1 life science & 1 physical science & 1 lab)					
Category III: Social Sciences (6 credits) Courses must be from separate prefixes	*ECON 200				
Category IV: History & Cultural Diversity (6 credits) A. History (3 credits) B. Cultural Diversity (3 credits)					
Category V: Arts & Humanities (6 credits) A. Arts (3 credits) B. Humanities (3 credits)					

A minimum grade of "C-" is required in all Academic Foundations courses. Note: Certain degrees may require a minimum grade of "C" in Academic Foundations courses.

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

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

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

Reviewed:

ACADEMIC FOUNDATIONS REQUIREMENTS

CATEGORY I: GLOBAL ACADEMIC SKILLS			12 credits
Subcategory A - Mathematics			3 credits
MATH	106	College Algebra	3
MATH	107	Precalculus	5
MATH	112	Calculus I	4
MATH	121	Finite Mathematics	4
MATH	122	College Mathematics for Technology	3
MATH	141	Contemporary Mathematics	3
MATH	202	Fundamentals of Mathematics II	3
STAT	141	Introduction to Statistics	3
STAT	241	Statistical Methods	4
Subcategory B - English			6 credits
ENGL	150	College Composition	3
ENGL	201	Business Communication	3
ENGL	226	Research Writing	3
ENGL	140	Business Writing	3
ENGL	145	Technical Communication	3
Subcategory C - Information Literacy			3 credits
COMT	130	Introduction to Public Speaking	3
LS	125	Research in the Information Age	3
MIS	150	Information Access and Organization	3

CATEGORY II: NATURAL SCIENCES			6 cr. lecture & 1 cr. lab
<i>Students are required to take one course from each subcategory and at least one corresponding lab or SCIN 101, 102, 103 & 104</i>			
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 Chemistry	3
CHEM	105	Fund of General 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
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
PSSC	101	Physical World Around Us	3
PSSC	102	Physical World Around Us Lab	1
Subcategories A and B – Integrated Sciences			
SCIN	101, 102, 103 & 104	Integrated Sciences	3, ½, 3, ½

CATEGORY III: SOCIAL SCIENCES			6 credits
<i>Two courses from separate prefixes</i>			
BUS	101	Introduction to Business	3
COMT	109	Human Relations	3
COMT	110	Interpersonal Communication	3
ECON	200	Principles of Microeconomics	3
ECON	201	Principles of Macroeconomics	3
EDF	100	Education and Democracy	3
GEOG	102	World Geography	3
HHP	101	Health Sciences	3
POLS	101/200	Intro to Gov't/Intro to Comparative Gov't	3
POLS	212	United States Government	3
PSYC	101	General Psychology	3
PSYC	271	Human Relations	3
SOCL	101	Introduction to Sociology	3
SOCL	212	Physical Anthropology & Archeology	3
SOCL	221	Social Problems	3

CATEGORY IV: HISTORY & CULTURAL DIVERSITY			6 credits
Subcategory A - History			3 credits
HIST	104	The West and the World to 1648	3
HIST	105	The West and the World since 1648	3
HIST	106	Honors: History of Western Civ to 1500	3
HIST	107	Honors: History of Western Civ since 1500	3
HIST	204	United States History to 1877	3
HIST	205	United States History Since 1877	3
POLS	221	International Relations	3
Subcategory B - Cultural Diversity			3 credits
ART	131	Global Visual Culture	3
COMT	160	Introduction to Intercultural Communication	3
ENGL	260	World Foundations of Literature	3
GEOG	120	Environment and Culture	3
HHP	270	Global Health Issues	3
NAMS	181	Introduction to Native American Studies	3
NAMS	211	Social Issues of the Native American	3
PHIL	105	The Religious Quest	3
REHA	201	Introduction to Diversity	3
SOCL	211	Cultural Anthropology	3
A&SC/SOCL	250	Women, Culture and Society	3
SPAN	150	The Hispanic Tradition	3

CATEGORY V: ARTS & HUMANITIES			6 credits
Subcategory A - Arts			3 credits
ART	110	Art Studio Essentials for the Non-Art Major	3
ART	142	Introduction to Pottery	3
ART	161	Introduction to Drawing	3
COMT	150	Introduction to Theatre and Performance	3
COMT	155	Global Cinema	3
COMT	250	Introduction to Acting	3
ENGL	204	Fundamentals of Creative Writing	3
ENGL	280	Fiction into Film	3
MUSC	100	Music Appreciation	3
MUSC	150	Musics of the World	3
DSGN	248	Computer Presentation and Animation	3
Subcategory B - Humanities			3 credits
ART	132	Art History Survey	3
ENGL	160	Reading and Responding to Literature	3
ENGL/PHIL	240	The Bible as Literature	3
HON	181	The Ancient and Medieval Worlds	3
HON	182	The Renaissance and Modern Worlds	3
HON	281	Humanistic Thought of the U.S. to 1877	3
HON	282	Humanistic Thought of the U.S. since 1877	3
PHIL	115	Ethics	3
PHIL	117	Philosophies of Life	3

Course	Credits	Grade	Semester	Equivalent
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Required Business Core

*ACCT	233	Principles of Accounting I	3			
*ACCT	234	Principles of Accounting II	3			
*ECON	201	Principles of Macroeconomics	3			
*STAT	241	Statistical Methods	4			
BUS	205	Business Law	3			
BUS	315	Applied Business Decisions	3			
MGMT	321	Principles of Management	3			
MIS	330	Principles of Management Information Systems	3			
MKT	340	Principles of Marketing	3			
FIN	351	Principles of Financial Management	3			
MGMT	322	Operations Management	3			
MGMT	488	Business Strategy	3			

*Microsoft Word, Excel, and PowerPoint Competency Requirement

*COB Productivity Application Software Proficiency Exam			Date Exam Passed:			
OR						
*MIS	225	Introduction to Productivity Application Software	3			

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Marketing Option Requirements

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

Restricted Electives

Select three courses from the following **or** two courses from the following and one course from the Optional Restricted Electives:

MKT	343	Integrated Marketing Communications	3			
MKT	365	e-Commerce	3			
MKT	443	Applied Marketing Communications	3			
MKT	460	International Marketing	3			
MKT	470	Supply chain 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			

Optional Restricted Electives

Select one course from the following if you selected only two courses from the Restricted Electives. No courses are required from this section if you selected three courses from the Restricted Electives.

ECON	443	Business and Economic Forecasting	3			
MGMT	422	Project Management	3			
MGMT	452	Human Resource Management	3			
MIS	310	Web Design, Development and Implementation	3			
MIS	352	Microcomputer Database Design and Implementation	3			

Electives

Students must earn at least 54 credits in courses outside the College of Business (Economics courses may be used to fulfill this requirement). This means that students will need to take many or all of their electives in non-business courses to graduate with the minimum 120 credits or plan to take additional course work beyond the 120 credit minimum.

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION – MARKETING OPTION

Categories	Credits	Earned	Signature/Date
Academic Foundations	38	_____	_____
Required Business Core	37	_____	_____
Marketing Option Requirements	30	_____	_____
Electives (variable)	V	_____	_____
Total	120	_____	_____

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

Student 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).

Requirements – Double Option in Management and Marketing

Students seeking to complete options in both Marketing and Management must complete the following in addition to fulfilling the Academic Foundations requirements and Business Core requirements:

1. Management Option Requirements
2. Marketing Option Requirements
3. Three courses from the Restricted Elective courses in the Management option
4. **Three different** courses from the Restricted Elective courses in the Marketing option

In most cases, this will result in **five additional courses** beyond that required for either a BSBA Management Option or a BSBA Marketing Option.
