



MONTANA STATE UNIVERSITY-BILLINGS
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
MARKETING OPTION
GENERAL BULLETIN 2005-2007

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				
	ENGL 301				
Category II: Oral Skills (3 cr.)					
Category III: Mathematics (3 cr.)	*MATH 121				
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 "*" pre-admission 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 grade of "C" or better.***

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.

Reviewed:

CATEGORY I: WRITING			6
University Honors Program students taking HIST 106 and 107 and HON 181 and 182 are credited with 3 credits of either ENGL 150 or ENGL 226.			
<i>ENGL</i>	150	<i>College Composition</i>	3
ENGL	210	Technical Writing	3
ENGL	226	Research Writing	3
<i>ENGL</i>	301	<i>Business Communications</i>	3
ENGL	140	Business Writing	3
ENGL	145	Technical Communication	3
CATEGORY II: ORAL SKILLS			3
COMT	109	Human Relations	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
CATEGORY III: MATHEMATICS			3
FIN 201, 202, 203		Personal Financial Planning...	1
MATH	106	College Algebra	3
MATH	107	Precalculus	5
MATH	112	Calculus I	4
<i>MATH</i>	121	<i>Finite Mathematics</i>	4
MATH	122	College Mathematics for Technology	3
MATH	141	Contemporary Mathematics	3
MATH	161	Mathematics for Health Sciences	4
STAT	141	Introduction to Statistics	3
STAT	241	Statistical Methods	4
CATEGORY IV: NATURAL SCIENCE			7
<i>Students are required to take one course from each subcategory and at least one corresponding lab or SCIN 101, 102 & 103</i>			
<i>Subcategory A – Life Sciences</i>			
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
<i>Subcategory B – Physical Sciences</i>			
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
<i>Two courses from separate prefixes</i>			
BUS	101	Introduction to Business	3
<i>ECON</i>	200	<i>Principles of Microeconomics</i>	3
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

CATEGORY VI: HISTORY			3
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 1500	3
HIST	107	Honors: History of Western Civ since 1500	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
COMT	160	Introduction to Intercultural Communication	3
A&SC/SOCL 250		Women, Culture and Society	3
GEOG	102	World Geography	3
GEOG	120	Environment and Culture	3
HIST	451	History of Islamic Civilization	3
HIST	453	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	Philosophies & 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
University Honors Program students taking HIST 106 and 107 and HON 181 and 182 count 3 of those credits toward the Fine Arts Category.			
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 Theatre and Performance	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
DSGN	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
Required Core						
*ACCT	233	Principles of Accounting I	3			
*ACCT	234	Principles of Accounting II	3			
*ECON	201	Principles of Macroeconomics	3			
*MIS	225	Introduction to Productivity Application Software	3			
*STAT	241	Statistical Methods	4			
BUS	205	Business Law	3			
BUS	315	Applied Business Decisions	3			
MGMT	321	Principles of Management	3			
MKT	340	Principles of Marketing	3			
FIN	351	Principles of Financial Management	3			
MGMT	322	Operations Management	3			
MGMT	488	Business Strategy	3			

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Option in Marketing

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 two courses from the following:

MKT	343	Integrated Marketing Communications	3			
MKT	365	e-Commerce	3			
MKT	370	Supply Chain Management	3			
MKT	443	Applied Marketing Communications	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			

