

B.B.A. in MARKETING

Name _____ ID# _____

Advisor _____

CORE: 60 HOURS

Area A (9 hrs)	Hrs	Term	Grade
ENGL 1101 Composition I (min grade C)	3		
ENGL 1102 Composition II (min grade C)	3		
MATH 1111 or 1113 or 1120 (min grade C)	3		

Area B (4 hrs min)	Hrs	Term	Grade
CIS 1000	2		
COMM 1110	3		
ENGL 2200	3		
SOCI 2295	2		
SOSC 1000, SOSC 1101, GEOG 1101	2/3		
THEA 1110	3		
WMST 2001	3		
Foreign Language (2000 or higher)	3		

Area C (6 hrs)	Hrs	Term	Grade
ENGL 2110 or ENGL 2120 or ENGL 2130	3		
Select one:	3		
ARTC 1100, MUSC 1100 or THEA 1100			

Area D (10 hrs min) Area D Lists	Hrs	Term	Grade
Lab Science	4		
NonLab/Lab Science	3/4		
NonLab/Lab Science, Math or Technology	3/4		

Area E (12 hrs)	Hrs	Term	Grade
POLS 1101 American Government	3		
HIST 1111 or 1112 World Civilization I or II	3		
HIST 2111 or 2112 US History I or II	3		
Select one:	3		
SOCI 1101, PSYC 1101,			
ANTH 1102, HIST 1111 OR 1112			

Area F (18 hrs)	Hrs	Term	Grade
ACCT 2101 Accounting Principles I	3		
ACCT 2102 Accounting Principles II	3		
BUSA 2010 Microcomputer Appl in Bus	3		
BUSA 2105 Comm in Business Environment	3		
ECON 2105 Principles of Macroeconomics	3		
ECON 2106 Principles of Microeconomics	3		

Physical Education (4 hrs)	Hrs	Term	Grade
PEDS 1010 Lifetime Fitness	1		
PEDS 2000 CPR/First Aid	2		
PEDS _____ (Activity)	1		

(Activity must be swimming if swimming test not passed)

Additional Requirements	
UNIV 1000 _____	
GA HISTORY _____	US HISTORY _____
GA CONSTITUTION _____	US CONSTITUTION _____
REGENT'S READING _____	REGENT'S WRITING _____
GEOGRAPHY _____	SWIMMING _____

MAJOR/ELECTIVE REQUIREMENTS: 60 HOURS

Business Core (24 hrs)	Hrs	Term	Grade
BUSA 3050 Business Statistics	3		
BUSA 3060 Quantitative Management	3		
BUSA 3106 Legal Environment of Bus	3		
BUSA 3150 Business Finance	3		
MGNT 3600 Principles of Management	3		
MGNT 3650 Intro to International Bus	3		
MGNT 4190 Strategic Management	3		
MKTG 3800 Principles of Marketing	3		

Major (27 hrs)	Hrs	Term	Grade
MGNT 3610 Prod & Operations Mgnt	3		
MKTG 4820 Consumer Behavior	3		
MKTG 4830 Marketing Communication	3		
MKTG 4850 Marketing Channels	3		
MKTG 4890 Marketing Management	3		
MKTG 4910 Marketing Research	3		
Select Three:	9		
Approved Business course			
Approved Business course			
Approved Business course			

Free Electives (9 hrs)	Hrs	Term	Grade
Free Elective	3		
Free Elective	3		
Free Elective	3		

ADDITIONAL REQUIREMENTS:
Minimum grade of "C" required in Areas A and F and in all major courses.

UNIVERSITY REQUIREMENTS
A <u>minimum</u> of 120 semester hours must be completed for graduation.
39 semester hours must be upper division work at the 3000-4000 level.
Students entering prior to fall 2002 are required to pass a test of geographic knowledge or to earn a passing grade in one of the following courses: SOSC 1000, SOSC 1101, GEOG 1101, GEOG 4550, POLS 4550.
Students entering fall 2002 or later do not have to meet this requirement.

effective 2005-2006