



Name _____

Student ID _____

Bachelor of Science in Business Administration - Marketing option (BAMK)

| Code | Title | Hours | Code | Title | Hours |
|----------------------------------|------------------------------|-------|----------------------------------|-----------------------|-------|
| CS 1113 | Microcomputer Applications | 3 | BIOL XXX4 | *Biological Science** | 4 |
| ENGL 1113 | *Composition I | 3 | ENGL 1213 | *Composition II | 3 |
| POLS 1113 | *American Federal Government | 3 | HIST XXX3 | *American History** | 3 |
| UNIV 1152 | *The University Experience | 2 | MATH 1513 | *College Algebra | 3 |
| XXX4 | *Physical Science** | 4 | XXX3 | *Humanities** | 3 |
| Semester credit hours: 15 | | | Semester credit hours: 16 | | |

| Code | Title | Hours | Code | Title | Hours |
|----------------------------------|-------------------------------|-------|----------------------------------|-------------------------|-------|
| ACCT 2103 | Accounting I | 3 | ACCT 2203 | Accounting II | 3 |
| ECON 2123 | Microeconomics | 3 | BADM 2843 | Business Statistics | 3 |
| MGMT 3013 | Principles of Management | 3 | BADM 3113 | Business Communications | 3 |
| SPCH 1113 | *Speech Communications | 3 | ECON 2113 | *Macroeconomics | 3 |
| XXX3 | *General Education Elective** | 3 | MKTG 3113 | Principles of Marketing | 3 |
| Semester credit hours: 15 | | | Semester credit hours: 15 | | |

| Code | Title | Hours | Code | Title | Hours |
|----------------------------------|--------------------------------|-------|----------------------------------|----------------------------------|-------|
| BADM 3333 | Business & Professional Ethics | 3 | BADM 3323 | Legal Environment of Business | 3 |
| MKTG 3323 | Consumer Behavior (F) | 3 | MGMT 3413 | Production/Operations Management | 3 |
| MKTG 4333 | Marketing Research (F) | 3 | MKTG 3313 | E-Marketing (S) | 3 |
| XXX3 | *ECON 3003 or MGMT 3033 | 3 | XXX3 | Marketing Guided Elective** | 3 |
| XXX3 | *Humanities** | 3 | XXX3 | #Free Elective** | 3 |
| Semester credit hours: 15 | | | Semester credit hours: 15 | | |

| Code | Title | Hours | Code | Title | Hours |
|----------------------------------|--------------------------------|-------|----------------------------------|-----------------------------|-------|
| FINA 3503 | Principles of Finance | 3 | MGMT 4813 | Strategies & Policies | 3 |
| MGMT 3423 | Management Information Systems | 3 | MKTG 4343 | Marketing Management | 3 |
| MGMT 4033 | Entrepreneurship | 3 | XXX3 | Marketing Guided Elective** | 3 |
| XXX3 | Marketing Guided Elective** | 3 | XXX3 | #Free Elective** | 3 |
| XXX3 | #Free Elective** | 3 | XXX2 | #Free Elective** | 2 |
| Semester credit hours: 15 | | | Semester credit hours: 14 | | |

Total Hours: 120

*General Education Requirement

**See current catalog for selection

#Applied towards free electives

(F) Course normally taught in fall semester only

(S) Course normally taught in spring semester only

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Prerequisites

| Title | Prerequisite |
|----------------------------------|---|
| Accounting I-Financial | None |
| Accounting II-Managerial | Accounting I |
| Business Statistics | College Algebra |
| Business Communications | Composition I |
| Principles of Microeconomics | None |
| Principles of Management | None |
| Principles of Marketing | None |
| Legal Environment of Business | None |
| Business and Professional Ethics | Principles of Management |
| Production/Operations Management | Business Statistics |
| Management Information Systems | Principles of Management, Microcomputer Applications |
| Principles of Finance | Accounting I, Accounting II |
| Entrepreneurship | Accounting I, Accounting II, Business Communications, Microeconomics, Principles of Management |
| Strategies and Policies | Accounting I, Accounting II, Business Statistics, Principles of Management, Principles of Marketing, Legal Environment of Business, Business and Professional Ethics, Production/Operations Management, Management Information Systems, Principles of Finance, Entrepreneurship |
| E-Marketing | Principles of Marketing |
| Consumer Behavior | Principles of Marketing |
| Marketing Research | Business Statistics, Principles of Marketing |
| Marketing Management | E-Marketing, Consumer Behavior, Marketing Research |
| Microcomputer Applications | None |

Students select 9 hours from the following

| | |
|------------------------------------|---|
| Cost Accounting | Accounting I, Accounting II, Microeconomics, Business Statistics, Business Communications |
| Business Internship | Communications, Junior/Senior standing, instructor's permission |
| Public Relations Strategies | Intro to Mass Communication-Waived for Marketing majors |
| Marketing for the Entrepreneur | Principles of Marketing |
| Sales and Sales Management | Principles of Marketing |
| Integrated Marketing Communication | Principles of Marketing |
| Supply Chain Management | Principles of Marketing |