

Business Administration Major Requirements

MARKETING SPECIALIZATION

FOUNDATION COURSES

Must be completed with a C– or higher by the end of the sophomore year.

Cumulative GPA in foundation courses must be at least 2.5.

Student who fail to meet these requirements **will not** be allowed to enroll in 300 level Business classes.

	Term	Grade		Term	Grade
Acct for Decision Mkg I—112	_____	_____	Math—110, 151, 161, or 165	_____	_____
Acct for Decision Mkg II—212	_____	_____	Statistics—227	_____	_____
Gateway Colloquium	_____	_____	Intro to Econ—100	_____	_____

- Notes: (1) Internship 397 does **NOT** count as an elective toward any major or minor.
 (2) No more than one D in the major or minor permitted.
 (3) No course may be used to meet requirements of more than one major or those of a major and a minor.
 (4) The University requires students to complete 11 course units numbered 300 or higher; at least 4 of them must be in the major department.

<u>MARKETING SPECIALIZATION</u>	Term	Grade
Financial Management-303	_____	_____
Marketing-331	_____	_____
Organization and Management-341	_____	_____
Business Law I-355	_____	_____
Strategy & Policy-490	_____	_____
<u>Choose (3) three from among:</u>		
Introduction to Risk-200	_____	_____
Foundations of Info. Systems-220	_____	_____
Seminar in Marketing-339	_____	_____
Mkting in Service Indus & NFP-332	_____	_____
Channels of Distribution-333	_____	_____
Marketing & Social Responsibility-334	_____	_____
Consumer Behavior-335	_____	_____
International Business-451	_____	_____
Independent Study-455	_____	_____
<u>Choose (1) one from among:</u>		
ANTH 171-Cultural Anthropology	_____	_____
ART 141-Graphic Design I	_____	_____
ENGL 211-News Writing & Reporting	_____	_____
PSYC 211-Learning & Conditioning	_____	_____
PSYC 212-Perception & Cognition	_____	_____
PSYC 218-Psych of Social Behavior	_____	_____
PSYC 332-Adv Social Psych	_____	_____
SOC 210-Social Organization	_____	_____
SOC 327-Methods of Social Research	_____	_____