

Bachelor of Science

Marketing 2011-2012

Audit Worksheet

Name: _____

M # _____

e-mail: _____

Grad. Term: _____

Core Requirements

BUS 1100	Introduction to Business	3	
EC 2001	Principles of Economics	3	
BUS 2300	Quantitative Problem Solving	3	
MIS 2000	IS/IT Management	3	
ACC 2000	Accounting Principles I	3	
ACC 2100	Accounting Principles II	3	
BUS 2200	Business Law	3	
MGT 2000	Team Dynamics and Decision Making	3	
MKT 3000	Principles of Marketing	3	
EC 3300	Industrial Organization	3	
FIN 3000	Principles of Finance	3	
OSM 3000	Operations and Supply Chain Management	3	
MGT 3000	Organizational Behavior	3	
MGT 4000	Strategic Management	3	
BUS 4991	and	Business Development I	3
BUS 4992		Business Development II	3
FIN 480X		Applied Portfolio Management	6
		Credit Total	48

Math Requirements

MA 1030	and	College Algebra I	3
MA 1031		College Algebra II with Trig	3
MA 1032	or	Data, Functions, & Graphs Plus	4
MA 1135		Calculus for Life Sciences	4
MA 1160		Calculus with Technology I	4
MA 2720		Statistical Methods	4
		Credit Total	8-14

Lab Science Requirements

BL / Biology , CH / Chemistry , FW / Forestry GE / Geology , PH / Physics			
		Credit Total	3-4

Major Requirements (5 courses or 15 credits)

MKT 3200	Consumer Behavior	3	
MKT 3400	Integrated Marketing Communications	3	
MKT 3600	Marketing Research	3	
MKT 3800	Marketing Strategy	3	
MKT 4000	New Product Marketing	3	

Credit Total 15

Major Electives (Minimum 9 credits/Maximum 15)

MKT 4100	Sales and Sales Management	3	
MKT 4200	Business-to-Business Marketing	3	
MKT 4300	Global Marketing	3	
MKT 4400	Services Marketing	3	
MKT 4500	Introduction to Digital Marketing	3	
MKT 4900	Special Topics of Marketing	3	

Credit Total 15

Other Electives (Minimum 0 credits/Maximum 6)

ACC 3500	Managerial/Cost Accounting 1	3	
EC 4200	Econometrics	3	
FIN 4000	Investment Analysis	3	
MIS 3100	Business Database Management	3	
MGT 3800	Entrepreneurship	3	
MGT 3100	Leadership Development	3	
MGT 4600	Management of Technology & Innovation	3	
OSM 3200	Project Management	3	
OSM 4000	Supply Chain Management	3	

Credit Total 0-6

Total Credits in Major Area	30
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General Education Requirements

UN 1001	Perspectives	3	
UN 1002**	World Cultures	4	
UN 2001	Composition	3	
UN 2002	Institutions	3	
<i>Credit Total</i>		13	
<i>**Two semesters of a single modern language (6 cr) in addition to UN 1003 (1 cr) can substitute for UN 1002 + 3 credits of HASS requirements</i>			
HASS Courses			
<i>No more than 3 credits from HASS Creative Endeavors List may be used</i>			
<i>No more than 3 credits from the HASS Supplemental List may be used</i>			
EC3100	International Economics	3	
<i>Credit Total</i>		15	
Co-curricular Activities (units)^			
		0.5	
		0.5	
		0.5	
		0.5	
		0.5	
		0.5	
Free Electives			
<i>(Choose classes to meet the 128 total credits)</i>			
<i>Credit Total</i>			

Credit Count

Semester 1 _____

Semester 2 _____

Semester 3 _____

Semester 4 _____

Semester 5 _____

Semester 6 _____

Semester 7 _____

Semester 8 _____

Semester 9 _____

Semester 10 _____

Total Required Credits 128

^Required for graduation, but not included in the calculation of the GPA, or in the overall credits required for the degree.

