2009-10
ACADEMIC CHECKSHEET
NAME: _____
ADVISOR:

THE UNIVERSITY OF
MONTEVALLO
ID: _____

BUS
MARKETING
DEGREE: BBA
DATE:

GENERAL EDUCATION REQUIREMENTS (56 hours)
See UM Bulletin for full explanation.

1. **Written Composition (6)**
   - ENG 101 or 103 — 3____
   - ENG 102 or 104 — 3____
2. **Humanities & Fine Arts (18)**
   - ENG 231 or 233 — 3____
   - ENG 232 or 234 — 3____
   - COMS 101 — 3____
   - FINE ARTS - ART 100, 218, 219, MC 325, MUS 121, 125, 255, 342, THEA 120 — 3____
   - Select 2 courses from the following list, but no more than 1 from Fine Arts: ART 100, 218, 219 MC 325, MUS 121, 125, 255, 342, THEA 120
   - PHIL 110, 111, 180, 220, 221, 280, 290 — 3____
   - FRN/SPN 101, 102, 150, 201, 202, 250 — 3____
   - GER 101, 102, 201, 202, HNRS 309
3. **Natural Sciences & Mathematics (11)**
   (Lab sciences in 2 disciplines)
   - BIO 100 or higher — 4____
   - CHEM 100 or higher — 4____
   - PHYS 100 or higher
   - GEOL 110, 115
   - MATH 144, 147 or higher — 3____
4. **History, Social & Behavioral Sciences (12)**
   - HIST 101 or 103 — 3____
   - HIST 102 or 104 — 3____
   - EC 231 — 3____
   - EC 232 — 3____
5. **Health & Wellness, Activity (3)**
   - KNES 117 — 2____
   - KNES Activity _____ — 1____
6. **Computer Applications (1-3)**
   - MIS 161 — 3____
7. **Becoming (3)**
   - UM 101 — 1____
   - UM 201 — 1____
   - UM 301 — 1____
8. **Writing Reinforcement (12)**
   (Major courses may fulfill the remaining 6 hours. See published list of approved WR courses.)
   - Soph ENG 231 Junior _____
   - Soph ENG 232 Senior _____

Graduation Requirements
1. 50% of Major at UM
2. 30 hours of 300/400 level work at UM
3. last 39 hours at UM

Updated 6-18-09

BUSINESS CORE REQUIREMENTS – (36 hours)

- AC 221 (Principles of Accounting I) — 3____
- AC 222 (Principles of Accounting II) — 3____
- QM 235 (Quantitative Methods in Business I) — 3____
- QM 236 (Quantitative Methods in Business II) — 3____
- MIS 367 Management Information Systems) — 3____
- BL 283 (Legal Environment of Business) — 3____
- MK 351 (Principles of Marketing) — 3____
- MG 361 (Prin. of Mgmt. and Organ. Theory) — 3____
- QM 363 (Operations Management) — 3____
- FI 372 (Business Finance) — 3____
- MG 405 (Business Professional Development) — 3____
- MG 469 (Business Policy) — 3____

All above courses passed or concurrent registration with MG 469 (to complete core)

MAJOR REQUIREMENTS - (18 hours)
Required Courses
- MK 353 (Marketing Communications) — 3____
- MK 452 (Strategic Marketing Management) — 3____
- MK 453 (Marketing Research) — 3____
- MK 458 (International Marketing) — 3____

Choose 6 hours from the following:
- MK 352 (Professional Selling) — 3____
- MK 450 (Services Marketing) — 3____
- MK 455 (Special Topics in Marketing) — 3____
- MK 476 (Applied Research in Marketing) — 3____

BUSINESS ELECTIVES - (9 hours)
- Business Elective 300/400 _____ — 3____
- Business Elective 300/400 _____ — 3____
- Business Elective 300/400 _____ — 3____

GENERAL ELECTIVES (11 hours)

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Total Hours Required:	130
Total Hours Completed to Date:	____
Hours Remaining for Completion:	____
Hours Currently Registered:	____
Hours Remaining:	____