2007-08
ACADEMIC CHECKSHEET
NAME: _____
ADVISOR:

THE UNIVERSITY OF
MONTEVALLO
ID: _____

BUS
MARKETING
DEGREE: BBA
DATE:

GENERAL EDUCATION REQUIREMENTS (53 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, 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, 255, 342, THEA 120
   - PHIL 110, 111, 180, 220, 221, 280, 290 — 3____
   - FRN/SPN 100, 101, 102, 200, 201, 202 — 3____
   - GER 101, 102, 201, 202
3. **Natural Sciences & Mathematics (11)**
   - (Lab sciences in 2 disciplines)
   - BIO 100, 105, 106, — 4____
   - CHEM 100, 101, 121, 122 — 4____
   - PHYS 100, 201, 241
   - 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. **Writing Reinforcement (12)**
   - (Major courses may fulfill the remaining 6 hours. See published list of approved WR courses.)
   - Sophomore — ENG 231 ____ / ENG 232 ____
   - Junior _____ ____
   - 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 5-30-07

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 267 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 (14 hours)

_____

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_____

Total Hours Required: 12

Total Hours Completed to Date: ___

Hours Remaining for Completion: ___

Hours Currently Registered: ___

Hours Remaining: ___