

NAME: _____
ADVISOR: _____

ID: _____

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 or 102 3____
FINE ARTS -
ART 100, 218, 219; MC 325;
MUS 121, 122, 125, 255, 342; THEA 120, 122 3____
Select 2 courses from the following list, but no
more than 1 from Fine Arts: ART 100, 218, 219;
MC 325; MUS 121, 122, 125, 255, 342;
THEA 120, 122;
PHIL 110, 111, 180, 220, 221, 230, 280, 290;
FRN/SPN 101, 102, 150, 201, 202, 250; 3____
GER 101, 102, 201, 202; HNRS 309 3____
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 120 3____
6. **Computer Applications (1-3)**
MIS 161 3____

Graduation Requirements

1. 50% of Major at UM
2. 30 hours of 300/400 level work at UM
3. 30 of last 40 hours at UM

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 (Principles of Mgmt. and Organ. Theory) 3____
QM 363 (Operations Management) 3____
FI 372 (Business Finance) 3____
MG 305 (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)

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