

# 2014-2015 Marketing BBA Degree Plan

Student name: \_\_\_\_\_ UMID: \_\_\_\_\_ Date: \_\_\_\_\_  
 Advisor name: \_\_\_\_\_ Concentration: None



UNIVERSITY of  
MONTEVALLO

## The Purpose of General Education is to Gain:

- Knowledge of Human Cultures and the Physical and Natural World
- Intellectual and Practical Skills
- Personal and Social Responsibility
- Integrative and Applied Learning

### Key Courses For General Education (50 hours)

1. **Written Composition (6)**  
Choose ENG 101 or 103 3 \_\_\_\_\_  
Choose ENG 102 or 104 3 \_\_\_\_\_
2. **Humanities & Fine Arts (18)**  
Choose one: ENG 231/233 or 232/234\* 3 \_\_\_\_\_  
\*Students must take at least one six hour sequence in Literature or History. Students are free to take both sequences.  
Choose COMS 101 or 102 3 \_\_\_\_\_  
Choose one Fine Arts: ART 100, 218, 219; 3 \_\_\_\_\_  
 MC 325; MUS 121/122, 125, 211, 255, 342;  
 THEA 120/122.  
Choose one Humanities:  
 ENG 231/233, 232/234; FRN 101, 102, 150, 3 \_\_\_\_\_  
 201, 202, 250; SPN 101/103, 102,104, 150,  
 201, 202, 250; GER 101, 102, 201, 202; HNRS 309  
 PHIL 110/111, 180, 220/221, 230, 280, 290.  
Choose two of the following (not used above):  
 ART 100, 218, 219; ENG 231/233, 232/234; 3 \_\_\_\_\_  
 FRN/SPN 101, 102, 150, 201, 202, 250; 3 \_\_\_\_\_  
 GER 101, 102, 201, 202; HNRS 309; MC 325;  
 MUS 121/122, 125, 211, 255, 342; PHIL 110/111,  
 180, 220/221, 230, 280, 290; THEA 120/122.
3. **Natural Sciences & Mathematics (11)**  
Choose one lab science from two different disciplines:  
 BIO 100 or higher; CHEM 100 or higher; 4 \_\_\_\_\_  
 GEOL 110, 115; PHYS 100 or higher 4 \_\_\_\_\_  
Choose MATH 147 or 154 (or MATH 144 or higher) 3 \_\_\_\_\_
4. **History, Social & Behavioral Sciences (12)**  
Choose one: HIST 101/103 or 102/104\* 3 \_\_\_\_\_  
\*Students must take at least one six hour sequence in Literature or History. Students are free to take both sequences.  
Choose: EC 231 3 \_\_\_\_\_  
Choose: EC 232 3 \_\_\_\_\_  
Choose one of the following not used above:  
 FCS 291, 402; GEOG 231; 3 \_\_\_\_\_  
 HIST 101/103, 102/104; POS 200, 250; PSYC 201;  
 PSYC/SWK 203, 322; SOC 101; SWK 260
5. **Personal Development (3)**  
Choose MIS 161 3 \_\_\_\_\_

### BUSINESS CORE REQUIREMENTS (36)

- 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)

- 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)

- \*Only 3 credit hours of internship credit may apply toward business electives.**
- Business Elective 300/400 \_\_\_\_\_ 3 \_\_\_\_\_
  - Business Elective 300/400 \_\_\_\_\_ 3 \_\_\_\_\_
  - Business Elective 300/400 \_\_\_\_\_ 3 \_\_\_\_\_

### MINOR COURSE REQUIREMENTS (Optional)

Title: \_\_\_\_\_ Hrs. Req. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### GENERAL ELECTIVES (17)

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### GENERAL GRADUATION REQUIREMENTS

1. 50% of hrs in major area at UM
2. 30 hrs 300/400 at UM
3. 30 of last 40 hours at UM
4. 64 hr limit from 2-year school
5. 45 hr limit of non-traditional credit
6. 6-hr sequence in history or literature
7. Capstone experience within major
8. 2.0 or higher UM GPA and in all major and minor areas

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