

2019-2020 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, 232 or 234.* 3 _____
*Students must complete a six-hour sequence in either History or Literature. Students may complete both sequences.
Choose COMS 101 or 102. 3 _____
Choose one Fine Arts: ART 100, 218, 219; 3 _____
 MC 325; MUS 121 or 122, 125, 211, 255, 342;
 THEA 120 or 122.
Choose one Humanities:
 ENG 231 or 233, 232 or 234; FRN 101, 102, 150, 201, 202, 250; SPN 101 or 103, 102 or 104, 150, 201, 202, 250; GER 101, 102, 201, 202;
 PHIL 110 or 111, 180, 220 or 221, 230, 280, 290.
Choose two of the following (not used above):
 ART 100, 218, 219; ENG 231 or 233, 232 or 234; 3 _____
 FRN 101, 102, 150, 201, 202, 250; SPN 101 or 103, 102 or 104, 150, 201, 202, 250; GER 101, 102, 201, 202; MC 325; MUS 121 or 122, 125, 211, 255, 342;
 PHIL 110 or 111, 180, 220 or 221, 230, 280, 290;
 THEA 120 or 122.
3. **Natural Sciences & Mathematics (11)**
Choose one lab science from two different disciplines:
 BIO 100, 105-107; CHEM 100-102, 121, 122; 4 _____
 ES 100; 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 history: HIST 101, 103, 102 or 104.* 3 _____
*Students must complete a six-hour sequence in either History or Literature. Students may complete both sequences.
Choose: EC 231. 3 _____
Choose: EC 232. 3 _____
Choose one of the following not used above:
 FCS 291, 402; GEOG 231; HIST 101 or 103; 3 _____
 102 or 104; POS 200, 250; PSYC 201;
 SOC 101 or 102; SWK 203, 260, 322.
5. **Personal Development (3)**
Choose MIS 161. 3 _____

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 REMOVE (Professional Selling) 3 _____
 - MK 355 (Consumer Behavior) 3 _____
 - MK 356 (Sports Marketing) 3 _____
 - MK 370 (Experiential Marketing Consulting I) 3 _____
 - MK 450 REMOVE (Services Marketing) 3 _____
 - MK 451 (Digital Marketing) 3 _____
 - MK 454 (Services and Professional Selling) 3 _____
 - MK 455 (Special Topics in Marketing) 3 _____
 - MK 456 (Web Analytics and Marketing) 3 _____
 - MK 470 (Experiential Marketing Consulting II) 3 _____
 - MK 476 (Applied Research in Marketing) 3 _____

Business Electives Required (9 hours)

- *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 _____

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

General Electives (7 hours)

Minor Course Requirements (Optional)

Title: _____ Hrs. Req. _____

Total Hours Required: 120

Total Hours Completed to Date: _____

Hours Remaining for Completion: _____

Hours Currently Registered: _____

Hours Remaining: _____