

# 2020-2021 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 100, 325; MUS 121 or 122, 125, 211, 255, 342; 3\_\_\_\_  
 THEA 120 or 122.  
Choose one Humanities:  
 ENG 231 or 233, 232 or 234; FRN 101, 102, 150, 3\_\_\_\_  
 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, 3\_\_\_\_  
 102 or 104, 150, 201, 202, 250; GER 101, 102, 201,  
 202; MC 100, 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 201/202;  
 SOC 101/102; 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 355 (Consumer Behavior)                    | 3____ |
| MK 356 (Sports Marketing)                     | 3____ |
| MK 370 (Experiential Marketing Consulting I)  | 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 | 5. 45 hr limit of non-traditional credit                 |
| 2. 30 hrs 300/400 at UM           | 6. 6-hr sequence in history or literature                |
| 3. 30 of last 40 hours at UM      | 7. Capstone experience within major                      |
| 4. 64 hr limit from 2-year school | 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: \_\_\_\_\_