

2021-2022 Marketing BBA Degree Plan

Student name: _____ UMID: _____ Date: _____
 Advisor name: _____ Concentration: **None**



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, 201, 202, 250; SPN 101 or 103, 102 or 104, 150, 201, 202, 250; GER 101, 102, 201, 202; 3____
 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 100, 325; MUS 121 or 122, 125, 211, 255, 342; 3____
 PHIL 110 or 111, 180, 220 or 221, 230, 280, 290; 3____
 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; 3____
 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: _____