

**2017-2018 ACADEMIC YEAR CATALOG
UNDERGRADUATE ADVISING CHECKLIST**

**BBA Program: Major in Marketing (Single major): 120 Credits (exclude:
ENG 102, MAT/BUS 112)**

GENERAL EDUCATION (36 SCH)
LANGUAGES (9 SCH)

ENG 103	Intermediate Composition	3
ENG 105	Advanced Composition	3
*BUS 251	Business Communication	-
<i>One Course In Literature (e.g. ENG 115, ENG 111)</i>		3

NOTE:	<i>BUS 251 is counted as School Core</i>
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HUMANITIES (9 SCH)
One course in philosophy/ethics (e.g. PHI 101, PHI 104) 3
Two courses in history 6

Mandatory: HIS 103
Select any one from the list: HIS 101/ HIS 102/ HIS 205

SOCIAL SCIENCES (6 SCH)

*ECO 101	Introduction to Microeconomics	-
<i>One course in political science/government (e.g. POL 101, POL 104)</i>		3
<i>One course in Sociology/geography/anthropology (e.g. SOC 101, ANT101, GEO 205)</i>		3

NOTE:	<i>ECO 101 is counted as School Core</i>
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COMPUTER AND MATH SKILLS (n/a)

*MIS 105	Computer Information Systems	-
*BUS 172	Introduction to Statistics	-
*BUS 135	Applied Mathematics I	-

NOTE:	<i>All the * courses are counted as School Core ENG 102 & MAT112 are the prerequisite of ENG 103 & BUS 135 if not waived through the admission process and these courses are Non-credit</i>
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SCIENCE (12 SCH)

*Choose any three courses from:
Biology/chemistry/environment science/public health/psychology (e.g. BIO 103, CHE 101, ENV 107, PBH 101, PHY 107, PSY 101)*

SCHOOL CORE		(21 SCH)
ECO 101	Introduction to Microeconomics	3
ECO 104	Introduction to Macroeconomics	3
BUS 251	Business Communication	3
MIS 105	Computer Information Systems	3
BUS 172	Introduction to Statistics	3
BUS 173	Applied Statistics	3
BUS 135	Applied Mathematics I	3
BBA CORE		(36 SCH)
ACT 201	Financial Accounting	3
ACT 202	Managerial Accounting	3
FIN 254	Introduction to Financial Management	3
LAW 200	Business Law and Ethics	3
MGT 210	Principles of Management	3
MGT 314	Operations and Supply Chain Management	3
MGT 351	Human Resource Management	3
MGT 368	Entrepreneurship	3
INB 372	International Business	3
MGT 489	Strategic Management	3
MIS 205	E-Business	3
MKT 202	Principles to Marketing	3
BUS 498	Internship	<i>non-credit</i>
MAJOR REQUIREMENTS: MARKETING		(18 SCH)
Major Core		(12 SCH)
MKT 337	Integrated Marketing Communications	3
MKT 344	Consumer Behavior	3
MKT 460	Strategic Marketing	3
MKT 470	Marketing Research	3
Major Elective		(6 SCH)
MKT 412	Services Marketing	3
MKT 382	International Marketing	3
MKT 465	Brand Management	3
MKT 330	Digital Marketing & Social Networks for Business	3
MKT 450	Marketing Channels	3
MKT 417	Export Import Management	3
MKT 445	Sales Management	3
MKT 355	Agricultural Marketing	3
MKT 475	Marketing Analytics	3
FREE ELECTIVES		(9 SCH)

Note: To declare major a student must attain 120 credits (school core: 21, BBA core: 36, GED: 36, Major: 18, Free elective: 9). To declare dual major a student must attain 129 credits and he or she does not need to attain free elective in that case. Both cases a student may or may not need to attain ENG 102 and/or Mat 112 as it depends on exclusion or waiver at the time of admission in the BBA program.