

2015-2016 ACADEMIC YEAR CATALOG
 UNDERGRADUATE ADVISING CHECKLIST

BBA in Marketing: 120 Credits

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>		
Humanities		(9 SCH)
<i>One course in philosophy/ethics (e.g. PHI 101, PH 104)</i>		3
<i>Two courses in history (e.g. HIS 101, HIS 102, HIS 205,)</i>		6
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</i>		3
<i>Sociology/geography/anthropology</i>		
<i>(e.g. SOC 101,ANT101,GEO 205)</i>		
NOTE: <i>ECO 101 is counted as School Core</i>		
Computer and Math Skills		(n/a)
*MIS 105	Computer Information Systems	-
*STA 172	Introduction to Statistics	-
*ECO 134	Applied Mathematics I	-
NOTE: <i>All the courses are counted counted as School Core ENG 102 & MAT112 are the prerequisite of ENG 103 & ECO 134 if not waived through the admission process and these courses are on-credit</i>		
Sciences (with lab)		(12 SCH)
<i>Choose any three courses from:</i>		
<i>Biology/chemistry/environment science/public health/physics/psychology</i>		
<i>(e.g. BIO 103, CHE 101, ENV 107, PBH 101, PHY 107, PSY 101)</i>		
NOTE: <i>choose three science courses with laboratory component, hence, each science course is worth 4 credit hours</i>		

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
STA 172	Introduction to Statistics	3
ECO 173	Applied Statistics	3
ECO 134	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:		(18 SCH)
MARKETING		
Major Core		(12 SCH)
MKT 382	International Marketing	3
MKT 344	Consumer Behavior	3
MKT 460	Marketing Management	3
MKT 470	Marketing Research	3
Major Elective		(6 SCH)
MKT 360	Personal Selling & Sales Management	
MKT 412	Services Marketing	
MKT 337	Integrated Marketing Communications	
MKT 465	Integrated Marketing Communications	
	E-Marketing and Social Networks for	
MIS 330	Business	
FREE ELECTIVES		(9 SCH)