Student ID/ Name

MARKETING

2019-2020

General Education 58** Credits		
AFCI A101: Critical Inquiry		
ENGL A101: Composition (C or better req.)		
ENGL A102: Composition/ Literature (Prereq: ENGL A101. C or better req.)		
ENGL Literature (Prereq: C or better in ENGL A101 & ENGL A102. May be Non-Western and/or WI)*		
STAT A201: Elementary Statistics (Prereq: by placement, or C or better in MATH A108)		
MATH A122: Survey of Calculus (Prereq: by placement, or C or better in MATH A108)		
COMM A201 (Prereq: Sophomore standing) **or COMM A241** (Prereq: C or better in ENGL A102)		
ECON A221: Macroeconomics (Prereq: completion of MATH A108 or placement above)		
ECON A222: Microeconomics (Prereq: completion of MATH A108 or placement above)		
TWO Natural Science courses w/ Lab (may be WI)*		
TWO Foreign Language courses in same language (per placement)		
ONE Social Science course (may be non-Western and/or WI)*		
TWO Humanities courses (may be non-Western and/or WI)*		
ONE from **HIST A101 or HIST A102**		
ONE from **POLI A201, HIST A201 or HIST A202** (may be WI)*		
Free Electives: Freshman: 2 Hrs. Transfer: 3 Hrs. (may be non-Western and/or WI)*		

Business 66 Credits		
Lower Level (12 credits)		
BADM A225: Principles of Financial Acct (C or better req.)		
BADM A226: Principles of Managerial Acct (Prereq: BADM A225)		
BADM A298: Business Analytics I: Info Management		
BADM A299: Business Analytics II: Adv. Stat. Tools (Prereq: BADM A298 & STAT A201)		
Upper Level (27 credits)		
BADM A300: Bus. Analy. III: Predictive & Prescriptive Modeling (Prereq: BADM A299)		
BADM A345: Business Communication (Prereq: C or better in ENGL A102) *Writing Intensive*		
BADM A350: Principles of Marketing (Prereq: ECON A221 or A222)		
BADM A363: Business Finance (Prereq: BADM A225)		
BADM A371: Principles of Mgmt & Ldrship (Prereq: Junior Standing/Acceptance into SOBA)		
BADM A379: Social, Ethcl & Legal Aspects (Prereq: Junior Standing/Acceptance into SOBA)		
BADM A383: International Business (Prereq: BADM A350, BADM A363, BADM A371)		
MGMT A475: Ops & Supply Chain Mgmt (Prereq: BADM A299 and A371)		
BADM A478: Strategic Mgmt (Prereq: BADM A350, BADM A363, BADM A371, senior standing.)		
Concentration (18 credits)		
MKTG A454: Promotion & Advertising (Preq: BADM A350)		
MKTG A457: Market Research (Preq: BADM A350 & BADM A299)		
MKTG A558: Marketing Mgmt (Preq: BADM A350 & Sen. standing)		
3 from **MKTG: A353, A452**, **A455, A459, A551 or BADM A429**		
Three 300+ Business/Econ. Elect. (9 Credits)		