

# B.B.A. in MARKETING

Name \_\_\_\_\_ ID# \_\_\_\_\_

Advisor \_\_\_\_\_

## CORE: 60 HOURS

Area A (9 hrs)	Hrs	Term	Grade	
ENGL 1101 Composition I (min grade C)	3			
ENGL 1102 Composition II (min grade C)	3			
MATH 1111 or 1113 or 1120 (min grade C)	3			

Area B (4 hrs min)	Hrs	Term	Grade	Test
CIS 1000	2			
SOSC 1000, SOSC 1101, GEOG 1101	2/3			
ENGL 2200	3			
COMM 1110	3			
SOCI 2295	2			
THEA 1110	3			
Foreign Language (2000 or higher)	3			

Area C (6 hrs)	Hrs	Term	Grade	
ENGL 2110 or ENGL 2120 or ENGL 2130	3			
<b>Select one:</b>	3			
ARTC 1100, MUSC 1100 or THEA 1100				

Area D (10 hrs min) <a href="#">Area D Lists</a>	Hrs	Term	Grade	
Lab Science	4			
NonLab/Lab Science	3/4			
NonLab/Lab Science, Math or Technology	3/4			

Area E (12 hrs)	Hrs	Term	Grade	
POLS 1101 American Government	3			
HIST 1111 or 1112 World Civilization I or II	3			
HIST 2111 or 2112 US History I or II	3			
<b>Select one:</b>	3			
SOCI 1101, PSYC 1101,				
ANTH 1101, HIST 1111 OR 1112				

Area F (18 hrs)	Hrs	Term	Grade	
ACCT 2101 Accounting Principles I	3			
ACCT 2102 Accounting Principles II	3			
BUSA 2010 Microcomputer Appl in Bus	3			
BUSA 2105 Comm in Business Environment	3			
ECON 2105 Principles of Macroeconomics	3			
ECON 2106 Principles of Microeconomics	3			

Physical Education (4 hrs)	Hrs	Term	Grade	
PEDS 1010 Lifetime Fitness	1			
PEDS 2000 CPR/First Aid	2			
PEDS _____ (Activity)	1			
(Activity must be swimming if swimming test not passed)				

Additional Requirements	UNIV 1000 _____
GA HISTORY _____	US HISTORY _____
GA CONSTITUTION _____	US CONSTITUTION _____
REGENT'S READING _____	REGENT'S WRITING _____
GEOGRAPHY _____	SWIMMING _____

## MAJOR/ELECTIVE REQUIREMENTS: 60 HOURS

Business Core (24 hrs)	Hrs	Term	Grade
BUSA 3050 Business Statistics	3		
BUSA 3060 Quantitative Management	3		
BUSA 3106 Legal Environment of Bus	3		
BUSA 3150 Business Finance	3		
MGNT 3600 Principles of Management	3		
MGNT 3650 Intro to International Bus	3		
MGNT 4190 Strategic Management	3		
MKTG 3800 Principles of Marketing	3		

Major (27 hrs)	Hrs	Term	Grade
MGNT 3610 Prod & Operations Mgmt	3		
MKTG 4820 Consumer Behavior	3		
MKTG 4830 Marketing Communication	3		
MKTG 4850 Marketing Channels	3		
MKTG 4890 Marketing Management	3		
MKTG 4910 Marketing Research	3		
<b>Select three courses:</b>	9		
BUSA 4405 Honors Crse Free Enterprise			
MGNT 4260 Small Business Mgmt			
MGNT 4660 Business Forecasting			
MKTG 4800 Personal Selling			
MKTG 4805 Sales Management			

Free Electives (9 hrs)	Hrs	Term	Grade
Free Elective	3		
Free Elective	3		
Free Elective	3		

## ADDITIONAL REQUIREMENTS:

Minimum grade of "C" required in **Areas A and F** and in all major courses.

## UNIVERSITY REQUIREMENTS

A minimum of 120 semester hours must be completed for graduation.  
39 semester hours must be upper division work at the 3000-4000 level.  
Students entering prior to fall 2002 are required to pass a test of geographic knowledge or to earn a passing grade in one of the following courses: SOSC 1000, SOSC 1101, GEOG 1101, GEOG 4550, POLS 4550.  
Students entering fall 2002 or later do not have to meet this requirement.

effective 2003-2004