



BACHELOR OF BUSINESS ADMINISTRATION

Emphasis: Marketing

Date _____ Catalog Date _____

Name _____ SID# _____

Last
First
Middle

Address _____

Street
City
State
Zip Code

Phone _____

Home
USW

Email: _____ Minor: _____

To be completed: _____

Completed: _____ **AREA I: CORE CURRICULUM (45 credits)**

REQUIRED COURSE TITLES	COURSES	HR	GR	COURSE TITLE	COURSES	HR	GR
FRESHMAN ORIENTATION (For beginning freshmen)	USW 1001	1		LAB SCIENCES		4	
ENGLISH Rhetoric and Composition	ENG 1113	3		LAB SCIENCES		4	
ENGLISH Rhetoric and Literature	ENG 1123	3		HUMANITIES		3	
COMMUNICATION	COMM	3		HUMANITIES		3	
COMPUTER Computer Apps	CSI 1203	3		SOCIAL SCIENCES POS or ECO		3	
MATHEMATICS College Algebra--Bus. App	BUA 1303	3		SOCIAL SCIENCES		3	
RELIGION	REL	3		SERVANT LEADERSHIP	USW 2233	3	
RELIGION	REL	3					

AREA II: MAJOR REQUIREMENTS (33 credits)

REQUIRED COURSE TITLES	COURSES	HR	GR	COURSE TITLE	COURSES	HR	GR
Probability & Statistics--Bus. Applications	BUA 2103	3		Ethics	MGT 3123	3	
Principles of Accounting I	ACT 3113	3		Organizational Behavior	MGT 3503	3	
Principles of Accounting II	ACT 3123	3		Creating a Business Plan	MGT 4163	3	
Business Law	BUA 3103	3		Creating a Business Plan II	MGT 4173	3	
Principles of Finance	FIN 3433	3		Principles of Marketing	MKT 3103	3	
Principles of Management	MGT 3103	3					

AREA III: EMPHASIS (30 credits)

COURSE TITLE	COURSES	HR	GR	COURSE TITLE	COURSES	HR	GR
Advertising and Promotion	MKT 3513	3		Managing Diversity	MGT 4323	3	
Global Marketing	MKT 3143	3		Strategic Planning	MGT 4333	3	
Service Marketing	MKT 4123	3		Leadership	MGT 4343	3	
Marketing Management	MKT 4133	3		Effective Org. Teams	MGT 4353	3	

Topics in Finance OR Topics in Management	FIN 4703 OR MGT 4703	3		Marketing Research	MKT 4343	3	
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AREA IV: ELECTIVES (12 credits)

	COURSES	HR	GR	COURSE TITLE	COURSES	HR	GR
		3				3	
		3				3	

Total completed: _____

Total to be completed: _____

MINIMUM FOR DEGREE: 120 credits

Completed:

Advanced:

MINOR (OPTIONAL 18 credits)

To be completed:

	COURSES	HR	GR	COURSE TITLE	COURSES	HR	GR
		3				3	
		3				3	
		3				3	

Prior to registration for the last semester of enrollment, the advisor and student should ensure the following additional requirements have been met by computing the current GPA and/or hours as indicated.

- _____ 1. Cumulative GPA (Minimum grade point of 2.0)
- _____ 2. Credits completed in residence (Minimum of 33 credits; 15 credits upper-level)
- _____ 3. Number of credits of the last 30 credits completed in residence (minimum of 24 credits)
- _____ 4. Number of upper-level credits completed (39 credits required; 15 credits in residence)
- _____ 5. Total number of credits completed for the degree (minimum 120 credits)