MARKETING 2012 – 2014

Bachelor of Science in Business Administration

Balance sheet subject to verification and correction; CONTACT ADVISING STAFF if you see errors.

NAME **ST ID** **DATE**

DATE	COURSES		HRS	GRADE	DATE	COURSES		HRS	GRADE
	Engl 1033 Exposition & Argumentation		3			**Bus 1013 Business and Society**		3	
	Math 1093 Math with Applications *See advisor for appropriate math course placement.*		3			**Math 1103 Basic Calculus** *Prerequisite: Math 1093 with C or better*		3	
	MIS 1123 Bus Information Technology		3			**Block II Historical & Social Interpretation**		3	
	Foreign Language *("C" or better needed for next language class)*		4			**Foreign Language** *("C" or better needed for next language class)*		4	
	Block I Aesthetic Inquiry & Creative Exp.		3			**Block III Scientific Investigation**		3	
	Bus 1001 Collins College Orientation		1					-	
	Econ 2013 Macroeconomics (Block II)		3			**Econ 2023 Microeconomics (Block II)**		3	
	Acct 2113 Concepts in Acct Info. I *Prerequisite: MIS 1123 with C or better*		3			**Acct 2123 Concepts in Acct Info. II** *Prerequisite: Acct 2113 with C or better*		3	
	QM 2013 Statistics I *Prerequisites: Math 1093, MIS 1123 with C or better*		3			**QM 2023 Statistics II** *Prerequisite: QM 2013 with C or better*		3	
	General Education Elective *(non-business)*		3			**BL 2013 Legal Environment of Business** *Prerequisite: Sophomore Standing*		3	
	Block I Aesthetic Inquiry & Creative Exp.		3			**Block II Historical & Social Interpretation**		3	
	Mktg 3003 Principles of Marketing *Prerequisites: Junior Standing + completion of all shaded fresh/soph business core classes with a grade of C or better*		3			**Mgt 3003 Principles of Management** *Prerequisites: Junior Standing + completion of all shaded fresh/soph business core classes with a grade of C or better*		3	
	Fin 3003 Business Finance *Prerequisites: Junior Standing + completion of all shaded fresh/soph business core classes with a grade of C or better*		3			**MIS 3003 Introduction to MIS** *Prerequisites: Junior Standing + completion of all shaded fresh/soph business core classes with a grade of C or better*		3	
	QM 3023 Operations Management *Prerequisites: Junior Standing + completion of all shaded fresh/soph business core classes with a grade of C or better*		3			**Mktg 3013 Consumer Behavior** *Prerequisite: Mktg 3003 with C or better*	Spr	3	
	Block III Scientific Investigation w/ lab		4			**Marketing Elective (see list below)**		3	
	Engl 3003 Writing for the Professions *Prerequisites: Junior Standing and Engl 1033 with C or better*		3			**Free Elective**		3	
	Mktg 3073 Marketing Research *Prerequisites: QM 2023, Mktg 3003 both with C or better*	Fall	3			**Mktg 4083 Marketing Management** *Prerequisites: Mktg 3013, 3073*	Spr	3	
	Marketing Elective (see list below)		3			**Marketing Elective (see list below)**		3	
	Marketing Elective (see list below)		3			*(non-business)* **General Education Elective 3000-4000 level**		3	
	General Education Elective *(non-business)*		3			**Free Elective 3000-4000 level**		3	
	General Education Elective *(non-business)*		3			**Mgt 4073 Strategic Management** *Prerequisites: Senior Standing + Fin 3003, Mktg 3003, QM 3023, Mgt 3003, MIS 3003 with C or better (Should be taken final semester.)*		3	

OVERAGE/NOTES:

NOTES

- **"C" or better required** in all shaded classes and others marked.
- **Possible** transfer credits, AP or IB credits require official transcript to award credit.
- **Minimum of 2.0 gpa required in all TU classes and 2.0 in major-specific classes to graduate.**
- **Check TU catalog for all requirements, policies, and pre-reqs.**

Electives **All electives require completion of Mktg 3003 with a C or better as prereq;** ***other prereqs shown in parentheses***

BL 4973 Seminar
IB 3013 Comparative Culture and International Business *(Fall)*
IB 4013 Topics in International Business *(Spring)*
Mktg 4013 Social Responsibility in Business *(Spring)*
Mgt 4193 Social Entrepreneurship *(Spring)*
Mktg 3033 Integrated Marketing Communications *(Fall)*
Mktg 3043 Sales Management *(Fall)*
Mktg 3083 Principles of Advertising *(Fall)*
Mktg 3103 Marketing Innovation Development *(Spring)*
Mktg 4023 Managing Ad Campaigns (Mktg 3033, 3083)
Mgt / Mktg 4033 Business to Business Marketing
Mktg 4093 International Marketing *(Fall)*
Mktg 4503 Internship *(Dept. Chair's approval)*

Additional Electives may be available; consult advisor and semester schedule.

REVISED May 2012