

UNIVERSITY CORE CURRICULUM REQUIREMENTS	CREDIT HOURS	BUSINESS CORE CURRICULUM REQUIREMENTS (Minor)	CREDIT HOURS
FRESHMAN EXPERIENCE COURSE - 0-1 HOURS	0-1	PRE-BUSINESS COURSES	
<input type="checkbox"/> BSAD 1100, Business Perspectives		<input type="checkbox"/> ACCT 2310, Principles of Accounting I	3
COMMUNICATION - WRITTEN - 6 HOURS	6	<input type="checkbox"/> ACCT 2330, Principles of Accounting II	3
<input type="checkbox"/> RHET 1311, Composition I <i>and</i>		<input type="checkbox"/> ECON 2310, Business Statistics I	3
<input type="checkbox"/> RHET 1312, Composition II <i>or</i>		<input type="checkbox"/> ECON 2322, Principles of Microeconomics	3
<input type="checkbox"/> RHET 1320, Honors Composition		<input type="checkbox"/> ECON 2323, Principles of Macroeconomics	3
FINE ARTS - 3 HOURS	3	<input type="checkbox"/> MATH 1342, Business Calculus	3
<input type="checkbox"/> ARHA 2305, Introduction to Visual Arts		<input type="checkbox"/> MKTG 2380, Legal Environment of Business	3
<input type="checkbox"/> MUHL 2305, Introduction to Music		TOTAL HOURS OF PRE-BUSINESS COURSES	21
<input type="checkbox"/> THEA 2305, Introduction to Theatre and Dance		PROFESSIONAL BUSINESS COURSES	
<input type="checkbox"/> MCOM 2306, Introduction to Motion Pictures		<input type="checkbox"/> Career Catalyst (BSAD 2010, BSAD 4010)	0
SOCIAL SCIENCES - 3 HOURS	3	<input type="checkbox"/> BSAD 3100, Business Professionalism	1
<input type="checkbox"/> PSYC 2300, Psychology & the Human Experience		<input type="checkbox"/> BINS 3305, Management Information Systems	3
<i>Recommended for College of Business majors.</i>		<input type="checkbox"/> BINS 3352, Data Analysis and Visualization	3
<i>See catalog for alternative courses.</i>		<input type="checkbox"/> BINS 3380, Business Communication	3
U.S. HISTORY/GOVERNMENT - 3 HOURS	3	<input type="checkbox"/> ECON 3355, Quantitative Business Analysis	3
<input type="checkbox"/> HIST 2311, U.S. History to 1877		<input type="checkbox"/> FINC 3310, Business Finance	3
<input type="checkbox"/> HIST 2312, U.S. History from 1877		<input type="checkbox"/> MGMT 3300, Principles of Management	3
<input type="checkbox"/> POLS 1310, American National Government		<input type="checkbox"/> MGMT 3304, Operations Management	3
HISTORY OF CIVILIZATION - 3 HOURS	3	<input type="checkbox"/> MGMT 4380, Business Strategy (Capstone Course)	3
<input type="checkbox"/> HIST 1311, History of Civilization I <i>or</i>		<input type="checkbox"/> MKTG 3350, Principles of Marketing	3
<input type="checkbox"/> HIST 1312, History of Civilization II		TOTAL HOURS OF PROFESSIONAL BUSINESS COURSES	28
HUMANITIES - 3 HOURS	3	MARKETING MAJOR REQUIREMENTS	
<input type="checkbox"/> ENGL 2337, World Literature		<input type="checkbox"/> ADVT 3300, Advertising: An IMC Approach	3
<input type="checkbox"/> ENGL 2339, Mythology		<input type="checkbox"/> MKTG 3353, Professional Selling	3
<input type="checkbox"/> PHIL 2320, Ethics and Society		<input type="checkbox"/> MKTG 3385, Consumer Analysis and Behavior	3
MATHEMATICS - 3 HOURS	3	<input type="checkbox"/> MKTG 4310, Marketing Research	3
<input type="checkbox"/> MATH 1302, College Algebra <i>or any approved course in the core for which MATH 1302 is a prerequisite.</i>		<input type="checkbox"/> MKTG 4385, Marketing Management (Capstone Course)	3
SCIENCE - 8 HOURS	8	Choose 1 course from a list of Marketing electives. See the complete listing of electives on the reverse side of this checklist.	3
<input type="checkbox"/> 1 science lecture and 1 science lab		Professional Sales Emphasis: Refer to the list of requirements on the reverse side of this checklist.	12
<input type="checkbox"/> 1 science lecture and 1 science lab		TOTAL HOURS OF MARKETING MAJOR COURSES	30
<i>See course catalog for course listings.</i>		TOTAL HOURS OF UNRESTRICTED ELECTIVES	5-6
COMMUNICATIONS - ORAL - 3 HOURS	3	TOTAL HOURS REQUIRED FOR DEGREE	120
<input type="checkbox"/> SPCH 1300, Speech Communication			
TOTAL HOURS OF THE UNIVERSITY CORE	35		

