



Degree Requirements

MARKETING MAJOR**2008-2009**

CORE CURRICULUM REQUIREMENTS	CREDIT HOURS	PRE-BUSINESS COURSES (Minor)	CREDIT HOURS
WRITTEN LITERACY - 6 HOURS			
___ RHET 1311 Composition I and	3	___ MATH 1342 Business Calculus	3
___ RHET 1312 Composition II	3	___ ACCT 2310 Principles of Accounting I	3
		___ ACCT 2330 Principles of Accounting II	3
WORLD HISTORY - 6 HOURS		___ ECON 2310 Business Statistics I	3
___ HIST 1311 History of Civilization I and	3	___ ECON 2312 Quantitative Methods	3
___ HIST 1312 History of Civilization II	3	___ ECON 2322 Principles of Microeconomics	3
		___ ECON 2323 Principles of Macroeconomics	3
MATH - 3 HOURS		___ MGMT 1310 Fundamentals of Information Technology	3
___ MATH 1302 College Algebra	3	___ MKTG 2380 Legal Environment of Business	3
		TOTAL HOURS	27
ORAL LITERACY - 3 HOURS			
___ SPCH 1300 Speech Communication	3	PROFESSIONAL BUSINESS STUDIES CORE (Minor)	
		___ MGMT 3380 Business Communication	3
U.S. TRADITIONS - 3 HOURS	3	___ FINC 3310 Business Finance	3
___ HIST 2311 U.S. History to 1877 or		___ MGMT 3300 Organizational Behavior & Management	3
___ HIST 2312 U.S. History from 1877 or		___ MGMT 3304 Production/Operations Management	3
___ POLS 1310 American National Government		___ MGMT 3305 Management Information Systems	3
		___ MGMT 4380 Business Strategy and Policy	3
WORLD HUMANITIES - 3 HOURS		___ MKTG 3350 Principles of Marketing	3
___ ENGL 2337 World Literature or	3	TOTAL HOURS	21
___ ENGL 2338 World Literature Themes or			
___ PHIL 2320 Ethics and Society		MAJOR REQUIREMENTS	
ARTS - 6 HOURS	6	___ ADVT 3300 Principles of Advertising	3
___ ARHA 2205 Introduction to Visual Arts and		___ MKTG 3385 Consumer Analysis and Behavior	3
___ MUHL 2305 Introduction to Music and		___ MKTG 4310 Marketing Research	3
___ THEA 2200 Introduction to Theater and Dance		___ MKTG 4340 Product and Service Strategy	3
		___ PFSI 3351 Professional Selling	3
LAB SCIENCE - 8 HOURS		___ MKTG 4385 Marketing Management	3
___ ASTR 1301/1101 Introduction to Astronomy or	8	___ MKTG Elective (Six hours of electives may be	3
___ BIOL 1400 Evolutionary & Environmental Biology or		___ MKTG Elective upper-level advertising)	3
___ BIOL 1401 Science of Biology or		___ MKTG Elective	3
___ CHEM 1409 Chemistry and Society or		TOTAL HOURS	24
___ ERSC 1302/1102 Physical Geology or			
___ ERSC 1303/1103 Historical Geology or		ELECTIVES	
___ ANTH 1415 Physical Anthropology		___ Unrestricted Electives	8
INDIVIDUALS, CULTURES & SOCIETIES - 6 HOURS	6	TOTAL HOURS	8
___ PSYC 2300 Psychology & the Human Experience and			
___ SOCI 2300 Introduction to Sociology		TOTAL HOURS REQUIRED FOR DEGREE =	124
* Both of these classes are REQUIRED for Marketing majors.			
TOTAL HOURS	44		

*****Please check current catalog for prerequisite courses*****

***If taken as part of Core Curriculum Requirements under Individuals, Cultures and Societies, these six hours will be added to unrestricted electives.**

Admission to the College of Business Administration:

Have completed MATH 1302-College Algebra, RHET 1312-Composition II with a grade of "C" or better **and

Have a minimum of 2.25 overall GPA (at UALR or at transferring school) **or

**Have a minimum of 2.25 GPA on most recently completed 15 hours at UALR (this GPA will be calculated on all hours attempted during the semester(s) in which the 15-hour requirement is met).

Graduation Requirements: (1) A minimum overall GPA of 2.0 and **(2)** A minimum 2.0 GPA in Pre-Business Courses, Professional Business Studies Core, and in the Major .

THIS SHEET IS FOR INFORMATION PURPOSES ONLY**YOU MUST DECLARE A BUSINESS MAJOR TO RECEIVE AN OFFICIAL DEGREE PLAN**