

NAME: _____

B.S./M.B.A Degree: 5 Year Undergraduate Marketing Major (for students entering in Fall 2025/Spring 2026)

In the "WHAT" column, enter the specific course number when applicable--e.g. HIST 121. In the "WHEN" column, enter the term and year in which the requirement is satisfied--e.g., sp '20.

Liberal Arts Core	
WHAT	WHEN
_____	ENGL 101* w/ C (2.0) [3 hrs]
_____	ENGL 110 w/ C (2.0)* [3 hrs]
_____	COMM 211 w/ C (2.0) [3 hrs]
_____	Dept senior seminar/writing course
_____	Met by: _____ BUSI 497/700 [3 hrs]
_____	FYEX 101 [3 hrs]
_____	FYEX 102 [1 hr]
_____	FYEX 103/104/105/106/107 [1 hr]
_____	FYEX 103/104/105/106/107 [1 hr]
_____	FYEX 401 [1 hr]
_____	Foundational Scientific Inquiry [3-4 hrs]
_____	Foundational Quantitative Analysis [3-4 hrs]
_____	Foundational Humanities & Liberal Arts [3 hrs]

No more than two lens courses may come from same departmental prefix and one lens must be taken at 300 level or above.

_____	Ethical/Spiritual Explor Lens (ETSP) [3 hrs]
_____	#satisfied by BUSI 350
_____	Aesthetic Expression Lens (AEXP) [3 hrs]
_____	Per & Soc Well Being Lens (PSWB) [3 hrs]
_____	Cultural Perspectives Lens (CEXP) [3 hrs]
_____	Experimental Inquiry Lens (EXIN) [3 hrs]

40 - 42 Total semester hours

_____ 120 semester hours required for graduation

*Enter NA (not applicable) if waived upon admission

#Lens course in the major

For students classified as transfers, FYEX course requirements are dependent upon total transferrable credit hours.

Marketing Major	
WHAT	WHEN
_____	*BUSI 111 [3 hrs]
_____	BUSI 114 [3 hrs]
_____	BUSI 131 [3 hrs]
_____	BUSI 141 [3 hrs]
_____	BUSI 145/146/147/148/149 [1 hr]
_____	BUSI 145/146/147/148/149 [1 hr]
_____	BUSI 145/146/147/148/149 [1 hr]
_____	BUSI 221 [3 hrs]
_____	BUSI 242 [3 hrs]
_____	BUSI 250 [3 hrs]
_____	BUSI 255 [3 hrs]
_____	BUSI 343 [3 hrs]
_____	BUSI 348 [3 hrs]
_____	#BUSI 350 [3 hrs]
_____	BUSI 497**/BUSI elective [3 hrs]
_____	ECON 110 [3 hrs]
_____	ECON 120 [3 hrs]
_____	ECON 250 [3 hrs]
_____	ART 141 [3 hrs]
_____	ART 265 [3 hrs]

M.B.A. Courses

_____	BUSI 550 [3 hrs]
_____	BUSI 560 [3 hrs]
_____	BUSI 570 [3 hrs]
_____	BUSI 610 [3 hrs]
_____	BUSI 620 [3 hrs]
_____	BUSI 631 [3 hrs]
_____	BUSI 700 [3 hrs]
_____	MBA Concentration [3 hrs]
_____	MBA Concentration [3 hrs]
_____	MBA Concentration [3 hrs]
_____	MBA Concentration [3 hrs]

_____ Total hours 87 hrs

*DEVL-070 or MATH-101 is required unless 100-level Math eligible

**Students electing not to complete BUSI-497 must replace three undergraduate hours with a BUSI elective

BUSI 641 will be waived if student is a Marketing major. For double majors in Economics and another major with a course waiver (Accounting, Management or Marketing), two core courses will be waived but students must replace one of the waived courses with a three hour MBA elective.

➤See specific program requirements in the current catalog or contact the Director of the MBA Program.

➤Marketing majors may not declare a second major in Accounting, Business Administration, Management or Sport Business.

➤Except in specifically approved majors, a maximum of 52 hours in an academic discipline may count toward graduation. Three hours over the limit may count to accommodate an internship in the discipline.

➤Only six hours of any minor may overlap with the required credit hours of a student's chosen major. The overlap constraint is not applicable to courses that majors or minors MUST take in others departments.

5 YR UNDERGRADUATE MARKETING/MBA (5YMKT.MBA)

<u>Undergraduate Core Requirements</u>		<u>Hrs.</u>	<u>Prereq.</u>	<u>Rec.Yr.</u>
ART 141	Intro to Design Software	3		Fr
ART 265	Web Design	3		Soph
BUSI 111	Prin. of Financial Accounting	3	ART major/minor; MRKT major/minor	
BUSI 114	Prin. of Managerial Accounting	3	DEVL 070, MATH-101 or placement in 100 level math	Fr
BUSI 131	Prin. of Management	3	BUSI 111	Fr
BUSI 141	Prin. of Marketing	3		Fr/Soph
BUSI 221	Principles of Finance	3		Fr/Soph
BUSI 242	Advertising & Public Relations	3	Pre or coreq BUSI 114	Soph/Jr
BUSI 255	Management of Info Systems	3	BUSI 141	Soph/Jr
BUSI 250	Legal Environment of Business	3		Soph/Jr
BUSI 343	Consumer Behavior	3		Soph/Jr
BUSI 348	Marketing Research & Strategy	3	BUSI 141	Soph/Jr
BUSI 350	Business Ethics	3	BUSI 141, ECON 250	Jr/Sr
^BUSI 497	Business Policy and Strategy*	3	BUSI 111, 114, 131, 141	Jr
			BUSI 111, 114, 131, 141, 221, 250, 255, ECON 110, 120, 250	Sr
<u>Three of the following courses:</u>				
BUSI 145	Social Media	1	BUSI 141	Fr-Sr
BUSI 146	Business-to-Business Marketing	1	BUSI 141	Fr-Sr
BUSI 147	Global Marketing	1	BUSI 141	Fr-Sr
BUSI 148	Event Marketing	1	BUSI 141	Fr-Sr
BUSI 149	Personal Sales Management	1	BUSI 141	Fr-Sr
ECON 110	Prin. of Macroeconomics	3		
ECON 120	Prin. of Microeconomics	3	Found Quan Inquiry course or placement in 161	Fr/Soph
ECON 250	Statistics for Business and Econ	3	Found Quan Inquiry course or placement in 161	Fr/Soph
		3	Found Quan Inquiry course or placement in 161	Soph/Jr
		54	total hours	
<u>Graduate Requirements</u>				
BUSI 550	Quantitative Methods for Management	3	ECON 250	
BUSI 560	Managerial Economics	3	ECON 120	
BUSI 570	Applied Ethics for Management	3		
BUSI 610	Management Accounting	3	BUSI 111	
BUSI 620	Financial Management and Policy	3	BUSI 221	
BUSI 631	Management Theory & Ldrshp Organ	3	BUSI 131	
BUSI 700	Business Strategy	3	BUSI 550, 560, 570, 610, 620, 631, #641	
BUSI ***	MBA Concentration	12		
		33	hrs	
		87	total hours	

NOTE: Students who wish to be awarded the bachelor's degree before the end of the five-year program will be required to complete all undergraduate degree requirements, including, for business majors, BUSI 497, Business Policy and Strategy. See specific program requirements in the current catalog or contact the MBA Program Director.

#BUSI 641 will be waived if the student is a marketing major. For double majors in Economics and another major with a course waiver (Accounting, Management or Marketing), two core courses will be waived but students must replace one of the waived courses with a three hour MBA elective.

*Students electing not to complete BUSI-497 must replace three undergraduate hours with a BUSI elective

^Satisfies advanced writing requirement