

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	ART major/minor; MRKT major/minor	Soph
BUSI 111	Prin. of Financial Accounting	3		Fr
BUSI 114	Prin. of Managerial Accounting	3	BUSI 111	Fr
BUSI 131	Prin. of Management	3		Fr/Soph
BUSI 141	Prin. of Marketing	3		Fr/Soph
BUSI 221	Principles of Finance	3	Pre or coreq BUSI 114	Soph/Jr
	<u>OR</u>			
BUSI 354	Sport Finance	3	BUSI 111, 114	Jr
BUSI 242	Advertising & Public Relations	3	BUSI 141	Soph/Jr
BUSI 255	Management of Info Systems	3		Soph/Jr
BUSI 250	Legal Environment of Business	3		Soph/Jr
BUSI 343	Consumer Behavior	3	BUSI 141	Soph/Jr
BUSI 348	Marketing Research & Strategy	3	BUSI 141, ECON 250	Jr/Sr
^BUSI 497	Business Policy and Strategy	3	Sr Business Major	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
COMM 234	Principles of Visual Communication	1		
ECON 110	Prin. of Macroeconomics	3	A 100 level general educ math or placement in 161	Fr/Soph
ECON 120	Prin. of Microeconomics	3	A 100 level general educ math or placement in 161	Fr/Soph
ECON 250	Statistics for Business and Econ	3	A 100 level general educ math or placement in 161	Soph/Jr
		51	total hours	
<u>Graduate Requirements</u>				
BUSI 550	Quantitative Methods for Management	3	ECON 250 or BUSI 502	
BUSI 560	Managerial Economics	3	ECON 120 or BUSI 500	
BUSI 570	Applied Ethics for Management	3		
BUSI 610	Management Accounting	3	BUSI 111 or BUSI 502	
BUSI 620	Financial Management and Policy	3	BUSI 221 or BUSI 500	
BUSI 631	Management Theory & Ldrshp Organ	3	BUSI 131 or BUSI 502	
BUSI 700	Business Strategy	3	BUSI 550, 560, 570, 610, 620, 631, 641	
BUSI ***	MBA Concentration	12		
		33	hrs	
		84	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

^Satisfies advanced writing requirement

