

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	DEVL 070 or placement in 100 level math	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
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	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
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

NAME: _____

B.S./M.B.A Degree: 5 Year Undergraduate Marketing Major (for students entering in Fall 2019/Spring 2020)

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 '00.

General Education		Marketing Major	
WHAT	WHEN	WHAT	WHEN
_____	ENGL 101/INDS 106* w/ C (2.0) [3 hrs]	_____	*BUSI 111 [3 hrs]
_____	ENGL 102/INDS 102* w/ C(2.0)* [3 hrs]	_____	BUSI 114 [3 hrs]
_____	COMM 211/INDS 103 w/ C(2.0) [3 hrs]	_____	BUSI 131 [3 hrs]
_____	Dept senior seminar/writing course	_____	BUSI 141 [3 hrs]
	Met by: _____ BUSI 497 [3 hrs]	_____	BUSI 145/146/147/148/149/COMM 234 [1 hr]
_____	BIOL/CHEM/ENVS/PHSC/PHYS w/ lab	_____	BUSI 145/146/147/148/149/COMM 234 [1 hr]
	[3 hrs]/INDS 112 [4 hrs]	_____	BUSI 145/146/147/148/149/COMM 234 [1 hr]
_____	BIOL/CHEM/ENVS/PHSC/PHYS w/ lab	_____	BUSI 221 [3 hrs]
	[3 hrs]/INDS 112 [4 hrs]	_____	BUSI 242 [3 hrs]
_____	MATH (except 112, 141, 203, 205)/	_____	BUSI 250 [3 hrs]
	BIOL 215/PSYC 230/INDS 114 [3-4 hrs]	_____	BUSI 255 [3 hrs]
_____	RELG/INDS 111 [3-4 hrs]	_____	BUSI 343 [3 hrs]
_____	PHIL [3 hrs]/INDS 110 [4 hrs]	_____	BUSI 348 [3 hrs]
_____	INDS 120 [3 hrs]/INDS 116 [4 hrs]	_____	BUSI 497 [3 hrs]
_____	Any literature course/INDS 113[3 hrs]	_____	ECON 110 [3 hrs]
	Fine Arts	_____	ECON 120 [3 hrs]
	_____ ART (except 265)/	_____	ECON 250 [3 hrs]
	DANC/MUSC/THRE/ENGL 213/	_____	ART 141 [3 hrs]
	INDS 107 [3-4 hrs]	_____	ART 265 [3 hrs]
	OR		
	_____ MUSC/THRE [2 hrs]		
	_____ same discipline [1 hr]		
	OR		
	_____ MUSC/THRE [1 hr]		
	_____ same discipline [1 hr]		
	_____ same discipline [1 hr]		
_____	HIST 100 or 200 level except HIST 201/	_____	BUSI 550 [3 hrs]
	or INDS 117 [3-4hrs]	_____	BUSI 560 [3 hrs]
_____	CJUS/ECON/GEOG/GNST/POLS/PSYC/	_____	BUSI 570 [3 hrs]
	SOCI [3hrs]/INDS 104 [4 hrs]	_____	BUSI 610 [3 hrs]
_____	US Cultural Studies [3 hrs]/INDS 109 [4 hrs]	_____	BUSI 620 [3 hrs]
_____	Non-Western Cultural Studies [3 hrs]/	_____	BUSI 631 [3 hrs]
	INDS 108 [4 hrs]	_____	BUSI 700 [3 hrs]
_____	EXSC 110/120/121/130/201/240	_____	MBA Concentration [3 hrs]
	[3 hrs]/INDS 105 [4 hrs]	_____	MBA Concentration [3 hrs]
		_____	MBA Concentration [3 hrs]
		_____	MBA Concentration [3 hrs]
		_____	Total hours 84 hrs

*DEVL-070 is required unless 100-level Math placed

BUSI 641 will be waived if student is a Marketing major.

- 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.

*Enter NA (not applicable) if waived upon admission or if completing the honors program.

_____ 120 semester hours required for graduation