

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 350 | Business Ethics | 3 | BUSI 111, 114, 131, 141 | Jr |
| ^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 |
| 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 |
| | | 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

B.S./M.B.A Degree: 5 Year Undergraduate Marketing Major (for students entering in Fall 2023/Spring 2024)

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.

| General Education | |
|-------------------|--|
| 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 [3 hrs] |
| _____ | Foundational Scientific Inquiry [3-4 hrs] |
| _____ | Foundational Quantitative Analysis [3-4 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] |

36 - 42 Total semester hours

_____ 120 semester hours required for graduation

*Enter NA (not applicable) if waived upon admission

#Lens course in the major

| 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 is required unless 100-level Math placed

**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.