

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	MATH-101 or placement in FQINQ	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 346	Applied Digital Marketing	3	BUSI 141	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
ECON 110	Prin. of Macroeconomics	3	Found Quan Inquiry course or placement in 161	Fr/Soph
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	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 and BUSI 401, Final Year Portfolio Showcase. 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

NAME: _____

B.S./M.B.A Degree: 5 Year Undergraduate Marketing Major (for students entering in Fall 2026/Spring 2027)

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]
_____	_____	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]

39 - 41 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 221 [3 hrs]
_____	_____	BUSI 242 [3 hrs]
_____	_____	BUSI 250 [3 hrs]
_____	_____	BUSI 255 [3 hrs]
_____	_____	BUSI 343 [3 hrs]
_____	_____	BUSI 346 [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

*MATH-101 required if placement is not Found Quan Inquiry

**Students electing not to complete BUSI-497 must replace three undergraduate hours with a BUSI elective. Students who enroll in BUSI 497 must also enroll in BUSI 401.

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.