

MARKETING

BBA DEGREE (2016 - 2017 CATALOG)

Prior to enrolling in any course, you must meet all pre-requisites (refer to the [2016 - 17 Undergraduate online catalog at http://catalog.radford.edu/](http://catalog.radford.edu/)).

LOWER DIVISION

YEAR	FALL SEMESTER		SPRING SEMESTER	
	COURSE	CR HRS	COURSE	CR HRS
Freshman	CORE 101	3	CORE 102	3
	Vis & Perf Arts	3	Natural Science	4
	MKTG 101	3	US Perspectives	3
	Global Perspectives	3	Soc & Beh Sci ECON 206	3
	Math Sci MATH 126/151	3	Elective	3
		15		16
Sophomore	MKTG201 or CORE201	3	CORE 202	3
	ACTG 211 (pre-req to ACTG 212)	3	ACTG 212	3
	ITEC 281	3	BLAW 203	3
	Hum/FA/For Lang	3	Math Sci STAT 200	3
	Soc & Beh Sci ECON 205	3	Humanities	3
		15		15

UPPER DIVISION

CHECK UNDERGRADUATE CATALOG FOR ANY PREREQUISITES

Junior	ECON 340	3	MKTG 350	3
	MGNT 322	3	MGNT 357 (pre-req to 428)	3
	MKTG 340 (pre-req to 428)	3	Marketing Elective **	3
	FINC 331 (pre-req to 428)	3	Marketing Elective **	3
	MGNT 333 (pre-req to 357)	3	Elective	3
		15		15
Senior	MKTG 446	3	MGNT 428	3
	Marketing Elective**	3	MKTG 445	3
	Marketing Elective **	3	Elective	3
	Elective	3	Elective	3
	Elective	3	Elective	2/3
		15		14/15

**** Marketing Elective Selections (choose four courses from the following list):**

MKTG 341..... MKTG 342.... MKTG 343.... MKTG 344.... MKTG 345....
 MKTG 360. MKTG 388 MKTG 440.... MKTG 450.... MKTG 452....
 MKTG 481.... (Study Abroad) MKTG 490 (Marketing Internship).. MKTG 471..... (May be taken for a max of 6 hours)
 MKTG 472.....(Independent Study)

CORE REQUIREMENTS: See 2016-2017 catalog for approved courses.

DEGREE REQUIREMENT NOTES

- Courses in the boxes are **PRE-BUSINESS** courses and require a 2.25 cumulative overall GPA and a 2.0 cumulative pre-business GPA before enrolling in 300-400 level business courses. Students must complete an electronic application applying to their chosen majors the semester they are completing pre-business (see catalog for pre-business policy).
- A 2.25 major GPA is required to avoid COBE Probation (see catalog for COBE Probation policy).
- 120 credit hours is the minimum to meet graduation requirements.
- A 2.25 minimum GPA is required in the MAJOR **and** a 2.000 cumulative GPA to meet graduation requirements.
- **MAJOR GPA** is computed using the following classes: BUSINESS CORE, ECON 205 & 206, ACTG 211 & 212, ITEC 281, and the required Major courses. **BUSINESS CORE** = BLAW 203, ECON 340, FINC 331, MKTG 340, MGNT 322, MGNT 333, MGNT 357, & MGNT 428.
- At least **45 hours must be taken at Radford University to be eligible for graduation**, with 30 of the last 39 hours taken at RU. 50% of the semester hours required for this major must be taken at RU.