

# MARKETING

## BBA DEGREE (2017 - 2018 CATALOG)

Prior to enrolling in any course, you must meet all pre-requisites (refer to the [2017 - 18 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	Humanities	3
	Math Sci <b>MATH 126/151</b>	3	Elective	3
	15		16	
Sophomore	MKTG201 or CORE201	3	CORE 202	3
	<b>ACTG 211</b> (pre-req to ACTG 212)	3	<b>ACTG 212</b>	3
	ITEC 281	3	BLAW 203	3
	Hum/FA/For Lang	3	Math Sci <b>STAT 200</b>	3
	Soc & Beh Sci <b>ECON 205</b>	3	Soc & Beh Sci <b>ECON 206</b>	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 <input type="checkbox"/>	MKTG 343 <input type="checkbox"/>	MKTG 344 <input type="checkbox"/>	MKTG 345 <input type="checkbox"/>
MKTG 360	MKTG 388	MKTG 440 <input type="checkbox"/>	MKTG 450 <input type="checkbox"/>	MKTG 452
MKTG 471 (May be taken for a max of 6 hours)	MKTG 472 (Independent Study)	MKTG 481 (Study Abroad)		
MKTG 488 (Final Honor's Project)	MKTG 490 (Marketing Internship) <input type="checkbox"/>			

**CORE REQUIREMENTS:** See 2017-2018 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.