

NAME \_\_\_\_\_

ID# \_\_\_\_\_

**Core Coursework Requirements (30-31 cr.)**

**Foundational Writing (3 cr.)**

CORE 101 or ENGL 111 \_\_\_\_\_ 3

**Writing Intensive (6 cr.)**

\_\_\_\_\_ 3 \_\_\_\_\_ 3

Two of the following: ANSC 201; ART 202; ENGL 112, 300, 306, 309, 470; HIST 300, 302, 303, 304, 306, 307, 309, 311, 313, 314, 315, 316, 317, 320, 322, 323, 325, 326, 330, 331, 333, 334, 335, 337, 338, 339, 341, 342, 343, 345, 346, 347, 349, 350, 352, 354, 355, 356, 360, 361, 364, 365, 368, 381; MKTG 201; MUSC 127; NUTR 404; PHIL 421; PSYC 491; RELN 420

**Foundational Math (3 cr.)**

\_\_\_\_\_ 3

One of the following: **MATH** 100, 110, 119, 121, 122, **125**, 126, 132, 138, 168, 171

*Courses that satisfy the requirement, but are not offered Fall 2020 forward: MATH 114, 116, 137*

**Scientific & Quantitative Reasoning (6-8 cr.)**

\_\_\_\_\_ 3-4 \_\_\_\_\_ 3-4

Two of the following: MATH 114, 116, 119, 121, 122, 125, 126, 132, 137, 138, 168, 169, 171, 172; **STAT** 130, **200**, 219; ASTR 111, 112; BIOL 103, 104, 105; CHEM 111, 112, 120; GEOL 100, 105, 106; PHYS 111, 112, 221, 222

**Humanistic or Artistic Expression (6-8 cr.)**

\_\_\_\_\_ 3-4 \_\_\_\_\_ 3-4

Two of the following: ART 100, 215, 216; CLSS 110; CCST 110; CVPA 266; DNCE 111; ENGL 200, 201, 202, 203; HIST 101, 102; MUSC 100, 121, 123; PEAC 200; PHIL 111, 112, 200; POSC 110; RELN 111, 112, 203, 206; THEA 100, 180; ARAB 300; FREN 300, 320; GRMN 300; LATN 350; RUSS 300; WGST 200

**Cultural or Behavioral Analysis (6-8 cr.)**

\_\_\_\_\_ 3-4 \_\_\_\_\_ 3-4

Two of the following: ANSC 101, 106; APST 200; CCST 103; **ECON** 101, **105**, **106**; GEOG 101, 102, 103, 140, 201, 202, 203, 280; HIST 111, 112; INST 101; ITEC 112; PEAC 200; POSC 120; PSYC 121; RELN 112, 205; SOCY 110, 121; WGST 200

\*Courses taken for Core Coursework credit may not be cross credited (used to satisfy requirements in two Core Coursework categories), but course may be cross credited to majors, minors, and certificates.

**\*\*Recommendations for majors within the Davis College of Business & Economics are in bold\*\***

**BBA in MARKETING – (2020-2021)**

**\*\*Pre-Business Requirements**

<b>MATH 125/138/126</b>	_____	3
/151/169/171	_____	3
<b>STAT 200</b>	_____	3
<b>ECON 105</b>	_____	3
<b>ECON 106</b>	_____	3
<b>ACTG 211</b>	_____	3
<b>ACTG 212</b>	_____	3

**Note**

Students must complete these Pre-business courses with 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).

**COBE Probation:**

A 2.25 major GPA is required to avoid COBE Probation (see catalog for COBE Probation policy).

**Business Core (27 SH)**

ITEC 281	_____	3
<b>BLAW 203</b>	_____	3
<b>ECON 340</b>	_____	3
<b>MGNT 322</b>	_____	3
<b>MKTG 340</b>	_____	3
<b>FINC 331</b>	_____	3
<b>MGNT 333***</b>	_____	3
<b>MGNT 357***</b>	_____	3
<b>MGNT 428***</b>	_____	3

**Prerequisites**

Check all courses in the 20-21 undergraduate catalog for pre-requisites

\*\*\*The **MGNT 333/MGNT 357/MGNT 428** sequence will take **THREE** semesters to complete.

It is recommended to avoid FINC 331 & MGNT 333 in the same semester.

Hours Required for Graduation: 120  
Required **Major** GPA: 2.25  
Required **Cumulative** GPA: 2.00

At least **30 hours must be taken at Radford University to be eligible for graduation**, 50% of the semester hours required for this major must be taken at RU.

**MARKETING MAJOR REQUIREMENTS (24) SH**

**Required 12 Hours**

- MKTG 101 (Creativity and Innovation)
- MKTG 350 (Consumer Behavior)
- MKTG 445 (Marketing Strategy)
- MKTG 446 (Marketing Research)

**Required 12 hours – (select 4 courses from)**

- MKTG 341 (Advertising Strategy)
- MKTG 342 (Internet Marketing)
- MKTG 343 (Retailing)
- MKTG 344 (Sales Management)
- MKTG 345 (Integrated Marketing Communications)
- MKTG 360 (Professional Selling)
- MKTG 388 (Social Media Marketing)
- MKTG 440 (Logistics)
- MKTG 450 (Marketing Analytics)
- MKTG 452 (International Marketing)
- MKTG 471 (Special Topics in Marketing)
- MKTG 472 (Independent Study)
- MKTG 481 (Marketing Study Abroad)
- MKTG 488 (Final Honor's Project)
- MKTG 490 (Marketing Internship)

Free electives - 33-34 SH

HOURS Required for Graduation	120
Required <b>Major</b> GPA	2.25
Required <b>Cumulative</b> GPA	2.00