

Bachelor of Business Administration (BBA) in Marketing

Degree Curriculum Requirements (2021-22 Catalog)

REAL Foundations

MATH 125* _____ 3 (GE)
 ENGL 111 _____ 3 (GE)

*Can be waived by passing score on the ALEKS PPL math placement test; adds 3 additional free elective credit hours

REAL Cornerstones & General Education

Writing Intensive (WI): _____ (3) MKTG 201 fulfills this requirement
 Writing Intensive (WI): _____ (3) must be at 300/400 level
 Personal & Professional Development (PPD)*: _____ (3)

*ECON 101, FINC 251, MGNT 250, MKTG 201 all fulfill the PPD requirement

General Education (30 cr.): met by REAL Foundations and required coursework for the major. See "GE" below.

Fulfilling R, E, A & L Requirements

R, A, & L

Satisfied by major requirements

E: 15 - 18 credit hours

Satisfy by completing a REAL Studies Minor in E OR A minor designated as E:

E Minor: _____

_____ () _____ () _____ ()
 _____ () _____ () _____ ()

BBA Core Required Courses: 42 credit hours

ECON 105 _____ 3 (A & GE)	MGNT 322 _____ 3 (A & GE)
ECON 106 _____ 3 (A & GE)	MKTG 340 _____ 3 (A & GE)
STAT 200 _____ 3 (R & GE) prerequisite MATH 125	ECON 340 _____ 3 (A) prerequisites ECON 105, ECON 106
ACTG 211 _____ 3 (L & GE)	FINC 331 _____ 3 (L) prerequisites STAT 200, ACTG 212
ACTG 212 _____ 3 (L) prerequisite ACTG 211	MGNT 333 _____ 3 (R) prerequisite STAT 200
ITEC 281 _____ 3 (L & GE)	MGNT 357 _____ 3 (R) prerequisite MGNT 333
BLAW 203 _____ 3 (L & GE)	MGNT 428 _____ 3 (L) prerequisites FINC 331, MKTG 340, MGNT 357

MKTG Major Courses: 24 credit hours

Major Required Courses (12 credit hours)

MKTG 101 _____ 3 (A & GE)
 MKTG 350 _____ 3 (A) prerequisite MKTG 340
 MKTG 446 _____ 3 (L) prerequisites MKTG 340, STAT 200
 MKTG 445 _____ 3 (L) prerequisites MKTG 340, 6 credit hours of MKTG courses at the 300/400 level

Major Electives (12 credit hours)

Choose 4 from the following list:

MKTG 341 _____ 3 (L) prerequisite MKTG 340
 MKTG 342 _____ 3 (L) prerequisite MKTG 340
 MKTG 343 _____ 3 (L) prerequisite MKTG 340, junior standing
 MKTG 344 _____ 3 (L) prerequisite MKTG 340, junior standing
 MKTG 360 _____ 3 (L) prerequisite MKTG 340, junior standing

Major Electives (continued)

MKTG 388 _____ 3 (L) prerequisite MKTG 340
 MKTG 440 _____ 3 (L) prerequisite MKTG 340, junior standing
 MKTG 442 _____ 3 (L) prerequisite MKTG 340, FINC 331
 MKTG 450 _____ 3 (L) prerequisites MKTG 340, ITEC 281
 MKTG 452 _____ 3 (L) prerequisite MKTG 340, junior standing
 MKTG 471 _____ 3 prerequisites MKTG 340
 MKTG 472 _____ 3 prerequisite approval of Department Chair
 MKTG 481 _____ 3 (L) prerequisites junior/senior standing, MKTG 340 or permission of instructor
 MKTG 488 _____ 3 prerequisites completion of business core, enrollment in Honors Academy, senior standing, minimum GPA of 3.500 in all courses and in MKTG
 MKTG 490 _____ 3 (L) prerequisites junior/senior standing, overall GPA of 2.500 or higher, and permission of the instructor

Elective Courses: 21 - 30 credit hours

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An overall grade point average of 2.000 and a major grade point average of 2.250 are required to graduate