

## Marian University 2009 - 2010

**School of Business**  
**Management and Marketing Department**

Student's Name: \_\_\_\_\_

Date: \_\_\_\_\_

Major: Marketing (BSBA)

**128 Credits Required for Graduation**

**46-49 Liberal Arts Core Curriculum University Requirements, including \*PHI 231; \*MAT 130 or \*MAT 201**

<p><b>FIRST-YEAR STUDIES - 3 credits</b> - All students entering Marian University <b>with fewer than 24 credits</b> are required to successfully complete GEN 101. Transfer students <b>with 24 or more credits</b> do not need to complete GEN 101.</p> <p>Total # of Transfer Credits: _____      <input type="checkbox"/> Gen 101 required      <input type="checkbox"/> Gen 101 <b>not</b> required</p>				
<b>Studies of Natural Sciences and Mathematics</b>	<b>CR</b>	<b>Required LACC if appropriate</b>	<b>CR</b>	<b>GR</b>
Mathematics Common Core	3	*MAT 130 or *MAT 201		
Lab Science Common Core	4	see General Ed. Program requirements		
Elective Core	3	see General Ed. Program requirements		
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<b>Studies of Humanities and the Arts</b>	<b>CR</b>	<b>Required LACC courses if appropriate</b>		
Philosophy Common Core	3	PHI 132		
Literature Common Core	3	see General Ed. Program requirements		
Art or Music Common Core	3	see General Ed. Program requirements		
Elective Core	3	see General Ed. Program requirements		
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<b>Studies of Social Sciences</b>	<b>CR</b>	<b>Required LACC courses if appropriate</b>		
History Common Core	3	HIS 101 or HIS 102		
Sociology or Psychology Common Core	3	see General Ed. Program requirements		
Elective Core	3	see General Ed. Program requirements		
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<b>Studies of Applied Liberal Arts</b>	<b>CR</b>	<b>Required LACC courses if appropriate</b>		
Expository Writing Common Core	3	ENG 105		
Argumentative & Research Common Core	3	ENG 106		
Elective Core	3	*PHI 231		
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<b>Studies of Theology</b>	<b>CR</b>	<b>Required LACC courses if appropriate</b>		
Theology Common Core	3	THE 100 or THE 102		
Elective Core	3	see General Ed. Program requirements		
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<b>School of Business Course Specific Requirements</b>	<b>CR</b>			
<p>A School of Business student will not be allowed to graduate with a "D+" or lower grade in any School of Business course. If such a grade is recorded, the course must be retaken and a grade of "C-" or above must be achieved.</p>				
<b>Comments</b>				

School of Business Core*									
40 – 41 credits as follows:									
31 credits:									
COURSE ID	COURSE TITLE	CR	PREREQUISITES	COURSE CYCLE			ADVISOR COMMENTS	CR	GR
				SEM I	SEM II	SUM			
ACC 201	Financial Accounting	3		X	X				
ACC 202	Managerial Accounting	3	ACC 201 & MAT 100 or 105 or 111 or 122 or BUA 210	X	X				
BUA 203	Career Preparation	1		X	X				
BUA 310	International Business	3	ECO 201	X	X				
BUA 350	Business Law	3		X	X				
BUA 402	Business Policy	3	FIN 301, TEC 102 (Senior Standing)	X	X				
ECO 201	Macroeconomics	3	MAT 111 or MAT 122	X	X				
ECO 202	Microeconomics	3	ECO 201	X	X				
FIN 301	Managerial Finance	3	ACC 201, ECO 201, TEC 102	X	X				
MGT 213	Principles of Management	3	ENG 101 or ENG 105	X	X				
MKT 201	Principles of Marketing	3	ENG 101 or ENG 105	X	X				
3 credits from the following:									
COURSE ID	COURSE TITLE	CR	PREREQUISITES	COURSE CYCLE			ADVISOR COMMENTS	CR	GR
				SEM I	SEM II	SUM			
ENG 222	Business Communications	3		X	X				
COM 232	Public Speaking	3		X	X				
3 credits:									
COURSE ID	COURSE TITLE	CR	PREREQUISITES	COURSE CYCLE			ADVISOR COMMENTS	CR	GR
				SEM I	SEM II	SUM			
TEC 200	Fundamentals of Information Technology	3		X	X				
3-4 credits from the following:									
COURSE ID	COURSE TITLE	CR	PREREQUISITES	COURSE CYCLE			ADVISOR COMMENTS	CR	GR
				SEM I	SEM II	SUM			
BUA 210	Statistical Techniques for Research Data Analysis	3	MAT 100 or 111 or 122 or appropriate math placement test score	X	X	X			
MAT 122	Introduction to Probability and Statistics	4	Appropriate math placement test score or MAT 001 with grade of C or higher	X	X	X			

\*For all School of Business majors except Information Technology.

MARKETING MAJOR									
12 credits:									
COURSE ID	COURSE TITLE	CR	PREREQUISITES	COURSE CYCLE			ADVISOR COMMENTS	CR	GR
				SEM I	SEM II	SUM			
MKT 302	Principles of Advertising	3	MKT 201		X				
MKT 311	Consumer Behavior	3	MKT 201 or BUS 350	X					
MKT 322	Sales Management	3	MKT 201		X				
MKT 400	Marketing Management	3	MKT 201	X					

0-3 credits from the following:									
COURSE ID	COURSE TITLE	CR	PREREQUISITES	COURSE CYCLE			ADVISOR COMMENTS	CR	GR
				SEM I	SEM II	SUM			
MKT 397	Marketing Internship	0-3	BUA 203	X	X	X			
MKT 497	Marketing Internship	0-3	BUA 203	X	X	X			

6 credits from the following:									
COURSE ID	COURSE TITLE	CR	PREREQUISITES	COURSE CYCLE			ADVISOR COMMENTS	CR	GR
				SEM I	SEM II	SUM			
ART 201	Design	3	ART 101		X				
ART 203	Introduction to Graphic Arts	3		X	X				
ART 205	Digital Imaging	3	ART 203	X					
ART 207	Computer Illustration	3	ART 203		X				
BUA 303	Population and Demography (Also SOC 303)	3	SOC 100 and MAT 122 of SWK/POS/BUA 210						
COM 300/400	Elective	3							
MKT 318	Personal Selling Skills	3	MKT 201						
MKT 401	Marketing Research	3	MKT 201; MAT 122 or BUA 210						
MKT 402	Marketing Seminar	3	MKT 201						
MKT 404	Special Topics	3	MKT 201						
MKT 406	Services and Not-For-Profit Marketing	3	MKT 201						
SRM 422	Sport & Recreation Marketing	3	MKT 201	X					
TEC 214	Web Design and E-Commerce	3							