

Marian University 2018 – 2019

Student's Name: _____

Marketing Department

Date: _____

Major: Marketing (BBA)

120 Credits Required for Graduation

46-49 Liberal Arts Core Curriculum University Requirements, including Business program requirements*.

<p>FIRST-YEAR STUDIES - 3 credits - All students entering Marian University with fewer than 24 credits are required to successfully complete GEN 101. Transfer students with 24 or more credits do not need to complete GEN 101.</p> <p>Total # of Transfer Credits: _____ <input type="checkbox"/> Gen 101 required <input type="checkbox"/> Gen 101 not required</p>				
Studies of Natural Sciences and Mathematics	CR	Required LACC if appropriate	CR	GR
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		
<hr/>				
Studies of Humanities and the Arts	CR	Required LACC courses if appropriate		
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	*PHI 231		
<hr/>				
Studies of Social Sciences	CR	Required LACC courses if appropriate		
History Common Core	3	HIS 101 or HIS 102		
Sociology or Psychology Common Core	3	see General Ed. Program requirements		
Elective Core	3	*ECO 201		
<hr/>				
Studies of Applied Liberal Arts	CR	Required LACC courses if appropriate		
Expository Writing Common Core	3	ENG 105		
Argumentative & Research Common Core	3	ENG 106		
Elective Core	3	TEC 102 highly recommended		
<hr/>				
Studies of Theology	CR	Required LACC courses if appropriate		
Theology Common Core	3	THE 101		
Elective Core	3	see General Ed. Program requirements		
<hr/>				
Marketing Program Specific Requirements	CR			
<hr/>				
<p>A Business student will not be allowed to graduate with a "D+" or lower grade in any Business course. If such a grade is recorded, the course must be retaken and a grade of "C-" or above must be achieved.</p>				
<hr/>				
<p>Comments: Students must complete ½ of the credits in a given major at Marian University if transferring courses in.</p> <p>Students must complete 15 credits of upper level coursework in their major at Marian University and accumulate a total of 30 credits of upper level coursework overall (liberal arts, electives, transfer credits, etc.).</p>				
<hr/>				
<p>All double Majors in Business must take at least 15 credits of unique courses to count in each Major.</p>				

Business Programs Core (*For all BBA Business program majors)

35 credits as follows:

32 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				
BUA 203	Career Preparation	2		X	X				
BUA 210	Statistical Techniques for Research Data Analysis	3	MAT 100, MAT 105, MAT 111, MAT 130 or appropriate math placement	X	X				
BUA 310	International Business	3	ECO 201 or ECO 202	X	X				
BUA 350	Business Law	3		X	X				
BUA 402	Strategy and Policy	3	FIN 300 or FIN 301	X	X				
ECO 202	Microeconomics	3	MAT 100, MAT 105, MAT 111, MAT 122, MAT 123 or MAT 130	X	X	*			
FIN 301	Managerial Finance	3	ACC 201, ECO 201 or ECO 202	X	X				
MGT 213	Principles of Management	3	ENG 105, ENG 230 or appropriate English placement	X	X				
MKT 201	Principles of Marketing	3	ENG 105, ENG 230 or appropriate English placement	X	X				
TEC 200	Fundamentals of Information Technology	3	TEC 102 Recommended	X	X				

3 credits from the following:

ENG 222	Business Communications	3		X	X				
COM 101	Fundamentals of Communication	3		X	X	X			
COM 232	Public Speaking	3		X	X				

Course Cycle

X Offered every year

E Offered in even years (2016-17, 2018-19, etc.)

O Offered in odd years (2019-20, 2021-22, etc.)

* Offered at discretion of faculty as needed

W/S Wintermester/Summer

MARKETING MAJOR									
18 - 21 credits as follows:									
9 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 or MKT 322	Consumer Behavior	3	MKT 201	X					
	Sales Management	3	MKT 201		X				
MKT 400	Marketing Management	3	MKT 302	X					
0-3 credits from the following:									
MKT 397	Marketing Internship	0	BUA 203, MKT 201, Permission	X	X	X			
MKT 497	Marketing Internship	1-3	BUA 203, MKT 201, Permission	X	X	X			
9 credits from the following (3 credits must be 300 level or higher):									
ART 201	Design	3			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				
COM 202	Writing for Media	3		X					
COM 215	Introduction to Public Relations	3			X				
COM 302	Intercultural Communication	3			X				
COM 315	Public Relations Writing and Practice	3	COM 215 and ENG 105 and ENG 106 or ENG 230	X					
COM 333	Computer Applications for Communication	3		X					
COM 420	Professional Presentations	3	COM 232	X					
MKT 318	Personal Selling Skills	3	MKT 201	*	*				
MKT 401	Marketing Research	3	MKT 201; MAT 122 or MAT 123 or BUA 210	*	*				
MKT 402	Marketing Seminar	3	MKT 201	*	*				
MKT 404	Special Topics	3	MKT 201						
SRM 422	Sport & Recreation Marketing	3	MKT 201	X					
TEC 314	E-Business and Digital Technologies	3	TEC 200	X					

Course Cycle

X Offered every year

E Offered in even years (2016-17, 2018-19, etc.)

O Offered in odd years (2019-20, 2021-22, etc.)

* Offered at discretion of faculty as needed

W/S Wintermester/Summer

University electives to meet the 120 credits required for graduation:									
COURSE ID	COURSE TITLE	CR	PREREQUISITES	COURSE CYCLE			ADVISOR COMMENTS	CR	GR
				SEM I	SEM II	SUM			

COMPLETION OF DEGREE REQUIREMENTS:

General Requirements

Total number of credits completed (not including remedial courses): _____

Total number of credits completed at Marian (minimum *30): _____

Total number of Upper Level courses completed (minimum of *30): _____

Overall GPA (*2.00 minimum): _____

GPA of Upper Level Courses: _____

Last 30 credits of the degree completed at Marian: Yes No

Major Requirements

Total number of credits completed at Marian within the major (1/2 required): _____

Total number of upper level credits completed within the major (minimum *15): _____

All Additional Majors have at least 15 unique credits: Yes No

Course Cycle
 X Offered every year
 E Offered in even years (2016-17, 2018-19, etc.)
 O Offered in odd years (2019-20, 2021-22, etc.)
 * Offered at discretion of faculty as needed
 W/S Wintermester/Summer