# Bachelor of Business Administration in Marketing

## 2018-2020 Catalog

### Overall Requirements to Graduate
- 126+ semester hours
- Completion of core curriculum
- Completion of a major
- 36 upper division credit hours
- GPA above 2.0
- Major GPA above 2.0
- Minor/Program complete (optional)

### Core Curriculum (48-50 hours)

#### Theology (9 credit hours) Must take in order. (Pre-req: Phil 1311 or 1315/3315)
- THEO 1301/3301 Intro to Sacred Scriptures
- THEO 2301/3311 Teachings of the Catholic Church
- THEO 3349 Christ and the Moral Life (Phil 2314 or 2316/3316)

#### Philosophy (9 credit hours) Choose one sequence:
- Systematic Sequence (must take in order)
  - PHIL 1311 Philosophy of the Human Person
  - PHIL 2314 Ethics
  - PHIL 3313 Metaphysics
- Historical Sequence (must take in order)
  - PHIL 1315/3315 Ancient Philosophy
  - PHIL 2316/3316 Medieval Philosophy
  - PHIL 3317 – Modern Philosophy

#### Synthesis Course (3 credit Hours)
Choose one synthesis course from the Synthesis Course List.

#### English (9 credit hours)* Must take in order.
- ENGL 1341 The Classical Tradition: Literature & Composition I
- ENGL 1342 The Middle Ages: Literature & Composition II
- ENGL 2312 The Modern World: Literature & Composition III

*Students with transfer credit:
- 3 transfer credits: Take 1341/1342 (left)
- 6 transfer credits: Take ENGL 3312 (below)

#### History (6 credit hours) Choose one pair of courses:
- World History
  - HIST 1335 World Community I
  - HIST 1336 World Community II
- U.S. History
  - HIST 2333 U.S. History to 1877
  - HIST 2334 U.S. History since 1877

#### Social and Behavioral Sciences (6 credit hours) Choose one option:
- Social and Behavioral Sciences Option
  - Choose two courses from the Social and Behavioral Sciences Core course list.
- Social and Behavioral Sciences + Oral Communication Option
  - Choose one course from the Social & Behavioral Sciences Core course list.
  - Choose one course from the Communication Core Course list.

#### Natural Sciences (8-10 credit hours) Choose one option:
- Natural Sciences Option (8 credit hours)
  - Choose two lecture/laboratory courses from the Natural Sciences Core course list.
- Natural Sciences + Modern and Classical Language Option (10 credit hours)
  - Choose one lecture/laboratory course from the Natural Sciences Core course list.
  - Choose two sequential courses in a language. Courses must be completed in order

#### Mathematics (3 credit hours)
- Choose one course from the Mathematics Core Course list.

#### Fine Arts (3 credit hours)
- Choose one course from the Fine Arts Core Course list.

#### Freshman Symposium (1 credit hour) Required for all incoming freshmen.
- UNIV 1111 Freshman Symposium

### Credit Hour Breakdown

<table>
<thead>
<tr>
<th>Hours completed</th>
<th>Core hours in progress</th>
<th>Major hours needed</th>
<th>(Minor hours needed)</th>
<th>(Other hours needed)</th>
<th>Elective hours needed</th>
<th>TOTAL HOURS (126+)</th>
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Student: ___________________________

DATE: _____/______/_________

ID#: ______________________________

Advisor: ___________________________

Last updated on April 18, 2018
## Bachelor of Business Administration in Marketing
### 2018-2020 Catalog

### Major Requirements (63 credit hours)

<table>
<thead>
<tr>
<th>Business Core Curriculum (45 credit hours)</th>
<th>Completed</th>
<th>Needed</th>
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<tbody>
<tr>
<td>□ ACCT 1341 – Principles of Accounting I</td>
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<tr>
<td>□ ACCT 1342 – Principles of Accounting II (ACCT 1341)</td>
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<tr>
<td>□ ECON 1331 – Principles of Macroeconomics</td>
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<td>□ ECON 1332 – Principles of Microeconomics</td>
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<tr>
<td>□ DEIS 4333 – Principles of Operations Management (MATH 1353/3332)</td>
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<td>□ ECON 3331 – International Economics (ECON 1331/1332)</td>
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<td>□ FINA 3339 – Corporate Finance (ECON 1332, ACCT 1341, MATH 3332)</td>
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<tr>
<td>□ MATH 1353 – Mathematics for Economics and Business</td>
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<td>□ MATH 3332 – Elementary Statistical Methods</td>
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<td>□ MGMT 2347 – Principles of Management</td>
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<td>□ MGMT 3320 – Business Communication</td>
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<td>□ MGMT 3390 – Management Information Systems</td>
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<td>□ MGMT 4331 – Business Law</td>
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<tr>
<td>□ MGMT 4399 – Senior Seminar (DEIS 4333, FINA 3339, MKTG 3343, MGMT: 2347, 3320, 3390, 4331)</td>
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<tr>
<td>□ MKTG 3343 – Principles of Marketing</td>
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<tr>
<th>Marketing Required Courses (12 credit hours)</th>
<th>Completed</th>
<th>Needed</th>
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<tbody>
<tr>
<td>□ MKTG 3344 – Marketing Applications (MKTG 3343)</td>
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<td>□ MKTG 3345 – Consumer Behavior (MKTG 3343 recommended)</td>
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<td>□ MKTG 3346 – Advertising and Integrated Marketing Communications (MKTG 3343 recommended)</td>
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<tr>
<td>□ MKTG 3351 – Marketing Research (MATH 1353; MATH 3332; MKTG 3343)</td>
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<thead>
<tr>
<th>Marketing Electives (6 credit hours)</th>
<th>Completed</th>
<th>Needed</th>
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<tr>
<td>□ 6 hours of marketing-related electives with approval of faculty advisor.</td>
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### Electives

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<tr>
<th>Completed</th>
<th>Needed</th>
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<tr>
<td>Electives to reach the 126 hour minimum to graduate (13-15 credit hours)</td>
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### Totals

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<tr>
<th>Completed</th>
<th>Needed</th>
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<tr>
<td>Total undergraduate hours (126 minimum):</td>
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**MINIMUM TOTAL: 126+**