

Bachelor of Business Administration in Marketing 2016-2018 Catalog

Student: _____

DATE: ____/____/____

ID#: _____

Advisor: _____



Credit Hour Breakdown	
Hours completed	
Hours in progress	
Core hours needed	
Major hours needed	
(Minor hours needed)	
(Other hours needed)	
Elective hours needed	
TOTAL HOURS (126+)	

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)

Complete Needed

Theology (9 credit hours) Must take in order. (Pre-req: Phil 1311 or 1315/3315)		Students with 30-59 transfer hrs: 6-9 hours THEO 6-9 hours PHIL 3 hours Synthesis <i>(18 hours total)</i>	Students with 60+ transfer hrs: 6 hours THEO 6 hours PHIL NO synthesis <i>(12 hours total)</i>		
<input type="checkbox"/> THEO 1301/3301 Intro to Sacred Scriptures <input type="checkbox"/> THEO 2301/3311 Teachings of the Catholic Church <input type="checkbox"/> THEO 3349 Christ and the Moral Life (Phil 2314 or 2316/3316)					
Philosophy (9 credit hours) Choose one sequence:					
<u>Systematic Sequence (must take in order)</u>		<u>Historical Sequence (must take in order)</u>			
<input type="checkbox"/> PHIL 1311 Philosophy of the Human Person <input type="checkbox"/> PHIL 2314 Ethics <input type="checkbox"/> PHIL 3313 Metaphysics		<input type="checkbox"/> PHIL 1315/3315 Ancient Philosophy <input type="checkbox"/> PHIL 2316/3316 Medieval Philosophy <input type="checkbox"/> 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.					
<input type="checkbox"/> ENGL 1341 The Classical Tradition: Literature & Composition I <input type="checkbox"/> ENGL 1342 The Middle Ages: Literature & Composition II <input type="checkbox"/> 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) <input type="checkbox"/> ENGL 3312 Perspectives in World Lit.			
History (6 credit hours) Choose one pair of courses:					
<u>World History</u>		<u>U.S. History</u>			
<input type="checkbox"/> HIST 1335 World Community I <input type="checkbox"/> HIST 1336 World Community II		<input type="checkbox"/> HIST 2333 U.S. History to 1877 <input type="checkbox"/> HIST 2334 U.S. History since 1877			
Social and Behavioral Sciences (6 credit hours) Choose one option:					
<u>Social and Behavioral Sciences Option</u>		<u>Social and Behavioral Sciences + Oral Communication Option</u>		(Included in major)	
<input type="checkbox"/> Choose two courses from the Social and Behavioral Sciences Core course list.		<input type="checkbox"/> Choose one course from the Social & Behavioral Sciences Core course list. <input type="checkbox"/> Choose one course from the Communication Core Course list.			
Natural Sciences (8-10 credit hours) Choose one option:					
<u>Natural Sciences Option (8 credit hours)</u>		<u>Natural Sciences + Modern and Classical Language Option (10 credit hours)</u>			
<input type="checkbox"/> Choose two lecture/laboratory courses from the Natural Sciences Core course list.		<input type="checkbox"/> Choose one lecture/laboratory course from the Natural Sciences Core course list. <input type="checkbox"/> Choose two sequential courses in a language. Courses must be completed in order			
Mathematics (3 credit hours)					
<input type="checkbox"/> Choose one course from the Mathematics Core Course list.					
Fine Arts (3 credit hours)					
<input type="checkbox"/> Choose one course from the Fine Arts Core Course list.					
Freshman Symposium (1 credit hour) Required for all incoming freshmen.					
<input type="checkbox"/> UNIV 1111 Freshman Symposium					

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Major Requirements (63 credit hours)	Completed	Needed
Business Core Curriculum (45 credit hours)		
<input type="checkbox"/> ACCT 1341 – Principles of Accounting I <input type="checkbox"/> ACCT 1342 – Principles of Accounting II (ACCT 1341) <input type="checkbox"/> ECON 1331 – Principles of Macroeconomics <input type="checkbox"/> ECON 1332 – Principles of Microeconomics <input type="checkbox"/> DEIS 4333 – Principles of Operations Management (MATH 1353/3332) <input type="checkbox"/> ECON 3331 – International Economics (ECON 1331/1332) <input type="checkbox"/> FINA 3339 – Corporate Finance (ECON 1332, ACCT 1341, MATH 3332) <input type="checkbox"/> MATH 1353 – Mathematics for Economics and Business <input type="checkbox"/> MATH 3332 – Elementary Statistical Methods <input type="checkbox"/> MGMT 2347 – Principles of Management <input type="checkbox"/> MGMT 3320 – Business Communication <input type="checkbox"/> MGMT 3390 – Management Information Systems <input type="checkbox"/> MGMT 4331 – Business Law <input type="checkbox"/> MGMT 4399 – Senior Seminar (MKTG 3343, MGMT 2347, FINA 3339, senior standing) <input type="checkbox"/> MKTG 3343 – Principles of Marketing		
Marketing Required Courses (12 credit hours)		
<input type="checkbox"/> MKTG 3344 – Marketing Applications (MKTG 3343) <input type="checkbox"/> MKTG 3345 – Consumer Behavior (MKTG 3343 recommended) <input type="checkbox"/> MKTG 3346 – Advertising and Integrated Marketing Communications (MKTG 3343 recommended) <input type="checkbox"/> MKTG 3351 – Marketing Research (MATH 1353; MATH 3332; MKTG 3343)		
Marketing Electives (6 credit hours)		
<input type="checkbox"/> 6 hours of marketing-related electives with approval of faculty advisor.		

Electives	Completed	Needed
Electives to reach the 126 hour minimum to graduate (13-15 credit hours)		

Totals	Completed	Needed
Total undergraduate hours (126 minimum):		

MINIMUM TOTAL: 126+