

# MARKETING

NAME: \_\_\_\_\_ SSC# \_\_\_\_\_ Advisor: \_\_\_\_\_

<b>GENERAL EDUCATION: 58** Credits</b>			
	Term	Grade	Credit
<b>AFCI 101: Critical Inquiry</b> (Required for Freshman only)			1
<b>ENGL 101: Composition</b> (C or better req.)			3
<b>ENGL 102: Composition/ Literature</b> (Prereq: ENGL101. C or better req.)			3
<b>ENGL Literature</b> (Prereq: C or better in ENGL 101 and ENGL 102. May be Non-Western and/or WI)*			3
<b>MATH 170: Finite Math</b> (Prereq: by placement, or C or better in MATH 108)			3
<b>MATH 122: Survey of Calculus</b> (Prereq: by placement, or C or better in MATH 108)			3
<b>COMM 201</b> (Prereq: Sophomore standing) <b>or</b> <b>COMM 241</b> (Prereq: C or better in ENGL 102)			3
<b>ECON 221: Macroeconomics</b> (Prereq: completion of MATH 108 or placement above)			3
<b>ECON 222: Microeconomics</b> (Prereq: completion of MATH 108 or placement above)			3
<b>TWO Natural Science courses w/ Lab</b> (may be WI)*			
			4
			4**
<b>TWO Foreign Language courses in same language</b> (per placement)			
			4**
			4**
<b>ONE Social Science course</b> (may be non-Western and/or WI)*			
			3
<b>TWO Humanities courses</b> (may be non-Western and/or WI)*			
			3
			3
<b>ONE from HIST 101 or HIST 102</b>			
			3
<b>ONE from POLI 201, HIST 201 or HIST 202</b> (may be WI)*			
			3
<b>FREE ELECTIVES: Freshman: 2 Hrs. Transfer: 3 Hrs.</b> (may be non-Western and/or WI)*			

<b>BUSINESS: 66 Credits</b>				
<b>LOWER LEVEL (12 Credit)</b>		Term	Grade	Credit
<b>BADM 225</b>				3
<b>BADM 226</b> (Prereq: BADM 225)				3
<b>BADM 290</b> (C or better req.)				3
<b>BADM 296</b> (Prereq: MATH 170 & BADM 290)				3
<b>UPPER LEVEL (27 Credits)</b>		Term	Grade	Credit
<b>BADM 345</b> -Writing Intensive - (Prereq: C or better in ENGL 102.)				3
<b>BADM 350</b> (Prereq: ECON 221 or 222)				3
<b>BADM 363</b> (Prereq: BADM 225)				3
<b>BADM 371</b> (Prereq: Junior standing or Accept. into SOBA Professional Program)				3
<b>BADM 379</b> (Prereq: Junior standing.. May be WI)				3
<b>BADM 383</b> (Prereq: BADM 350, 363, 371)				3
<b>BADM 390</b> (Prereq: BADM 290)				3
<b>MGMT 475</b> (Prereq: BADM 296, 371, and 390)				3
<b>BADM 478</b> (Prereq: BADM 350, 363, 371, & Senior standing) ~ Capstone—Taken in last major semester ~				3
<b>CONCENTRATION (18 Credits)</b>		Term	Grade	Credit
(must earn a C or better in all courses)				
<b>MKTG 454</b> (Prereq: BADM 350)				3
<b>MKTG 457</b> (Prereq: BADM 350 & BADM 296 )				3
<b>MKTG 558</b> (Prereq: BADM 350 & Senior standing)				3
<b>THREE from MKTG: 353</b> (Prereq: BADM 350), <b>452</b> (Prereq: BADM 350), <b>455</b> (Prereq: BADM 350), <b>459</b> (Prereq: BADM 226, 296 & 350), <b>551</b> (Prereq: BADM 350); <b>BADM 429</b> (Prereq: see reverse)				
				3
				3
				3
<b>THREE BUSINESS/ECONOMICS ELECTIVE (9 Credits)</b>		Term	Grade	Credit
(300 & up)				
				3
				3
				3

- Non-Western requirement (3 credits) \_\_\_\_\_
- Writing Proficiency: Date Completed \_\_\_\_\_ Score \_\_\_\_\_
- \_\_\_\_\_ ICE Credits Needed. Completed: \_\_\_\_\_
- Writing Intensive Crs. 1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

\* See reverse for list of qualifying Writing Intensive (WI) and Non-Western courses  
\*\*Transferred 3 credit hour courses will be accepted where indicated.

## HUMANITIES

(bolded numbers indicate that course also qualifies as a Non-Western)  
(underlined courses indicate that course may also qualify as Writing Intensive)

**Art History (ARTH):** 105, 106, 206, 312, 335, **397**, 398

**Communications (COMM):** 351, 352, 353, **450**, 455, 462

**English (ENGL):** Maximum 1 course

281, 282, 283, 284, 285, 286, 288, 289, 290, 291, 293, 295, 301, 362, **385**, 389, 390, 391, 392, 393, 394, 395, **396**, 401, 405, 407, 411, 412, 415, 416, 417, 419, 423, 424, 425, 426, 427, 428, 430, 431, **435**, 449, 474, 480, 491, 494

**Languages, Literatures & Culture:**

(FREN): 302, **303**, 305, **306**, 307, **388**, 397, 398, 399

(GERM): 303, 305, 395, 397, 398, 399

(SPAN): **303**, 308, 319, **320**, **321**, 340, **380**, **388**, 397, 399, **426**, **488**, 498

**History (HIST):** All history courses\*

(see below for Non-Western and Writing Intensive courses)

\* If HIST 101 or HIST 102 is used towards the History of Civilization requirement, the same course cannot count for the Humanities requirement. Also, if HIST 201 or HIST 202 is used towards the American Political Institutions requirement, the same course cannot count for the Humanities requirement.

**Honors (HONS):** 101

**Humanities (HSSI):** 107, 201, 202, 211, 301

**Music (MUSC):** 173, **175**, 371, 372, 374, 393

**Philosophy (PHIL):** 102, 211, 302, 303, 304, 311, 312  
350, 390, 399

**Religion (RELG):** 101, **103**, 301, 302, 390, 399

**Theater (THEA):** 161, 361, 362

## SOCIAL SCIENCE

Any courses in the following disciplines:

**Psychology (PSYC)** (see below for Writing Intensive courses)

**Sociology (SOCY)** (see below for Non-Western and Writing Intensive courses)

**Anthropology (ANTH)** (see below for Non-Western and Writing Intensive courses)

**Political Science (POLI)** (see below for Non-Western and Writing Intensive courses)

**Geography (GEOG)** (see below for Non-Western and Writing Intensive courses)

## NATURAL SCIENCE

**Astronomy (ASTR)**

**Biology (BIOL)** (see below for Writing Intensive courses)

**Chemistry (CHEM)** (see below for Writing Intensive courses)

**Geology (GEOL)** (see below for Writing Intensive courses)

**Physics (PHYS)**

## NON-WESTERN qualifying courses

**Art History (ARTH):** 397

**Anthropology (ANTH):** 102, 315, 352, 490

**Communications (COMM):** 450

**English (ENGL):** 291, 385, 396, 435

**Foreign Languages, Literatures & Culture**

(FREN): 303, 306, 388

(SPAN): 303, 320, 321, 380, 388, 397, 426, 488

**Geography (GEOG):** 102, 198

**History (HIST):** 345, 346, 347, 361, 362, 366, 423, 447, 492

**Music (MUSC):** 175

**Political Science (POLI):** 122, 123, 330, 344, 483, 487, 492

**Religion (RELG):** 103

**Sociology (SOCY):** 410

## WRITING INTENSIVE (WI) qualifying courses

**Not all sections of these courses may be Writing Intensive.** Check SSC each semester for qualifying sections. Bolded numbers are courses that also qualify as Non-Western

**Art (ARTS):** 345

**Biology (BIOL):** 365, 366, 370, 502, 550

**Business (BADM):** 345, 379, 380 (MGMT): 411 (MKTG): 455

**Chemistry (CHEM):** 511L, 541L, 542L

**Communications (COMM):** 190, 332, 497, 499

**Education (EDEC):** 540 (EDEL): 432 (EDPY): 235  
(EDER): 518 (EDEX): 402, 425

**English (ENGL):** 250, 264, 283, 284, 285, 286, 288, 289, **291**, 345, 360, 362, 390, 395, 405, 407, 411, 426, 427, 430, **435**, 460, 462, 464, 466

**Exercise & Sports Science (EXSC):** 401, 440, 458

**Geology (GEOL):** 102

**History (HIST):** 101, 201, 202, 300, 330, 331, 430, 442

**Languages, Literatures, and Cultures**  
(GERM): 397 (SPAN): 316, 317, **397**

**Math (MATH):** 518, 519, 590

**Nursing (NURS):** 202, 308, 309, 324, 413, 421, 423

**Political Science (POLI):** 320

**Psychology (PSYC):** 328, 330, 331, 340, 341, 350, 380, 445, 465

**Sociology (SOCY):** 248, **410**, 497

**Statistics (STAT):** 510

## INTER-CURRICULAR ENRICHMENT (ICE)

- **Undergraduate** students will attend at least 2 ICE events per academic semester up to a total of 16 over their 4-year college career. Freshman Convocation will constitute the first ICE event for entering freshman.
- **Transfer** students will complete 2 ICE credits for each academic semester remaining before graduation.
- **Part-time** students will complete 2 ICE events for every 15 hours of completed course credit.

## ACCEPTANCE REQUIREMENTS FOR THE SOBA PROFESSIONAL PROGRAM

### OPTION 1

- Completed 45 hours of course work
- Minimum collegiate grade point average of 2.5
- Students must have passed the following courses:
  - ENGL 101 – Composition (C or better)
  - ENGL 102 – Composition & Literature (C or better)
  - MATH 170 – Finite Mathematics
  - ECON 221 or ECON 222 – Macro or Microeconomics
  - BADM 225 – Principles of Financial Accounting
  - BADM 290: Intro. to Info. Systems in Business (C or better)

### OPTION 2

- Completed 45 hours of course work
- Minimum collegiate grade point average of 2.0
- Student must complete the same 6 courses as Option 1 with a minimum grade of C or better in each course, and earn an overall GPA of 2.5 or higher across these courses.

## BADM 429: Internship Prerequisites

- Junior standing
- 2.5 GPA
- BADM 350, 363 & 371
- Approved contract with the Internship Coordinator