**Degree Planner for B.A. in Marketing (prior to Fall 2016)**

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| **Student’s Name** |  | | | | | | | | |
|  |  | | | | | | | | |
| 1. **Proficiency and General Distribution Requirements** | | | | | | | | | |
|  | **Course** | **Term** | **Grade** |  |  | **Course** | **Term** | | **Grade** |
| **English Composition and Literature** |  |  |  |  | **Social Science** *2 courses* to be chosen from: |  |  | |  |
| **EN 103** (C or higher prereq. for EN 110) |  |  |  |  | *COM, CMS, DMA, DJRN, EC,* |  |  | |  |
| **EN 105** (C or higher prereq. for EN 110) |  |  |  |  | *GEOG, PL, PS, SOSC* |  |  | |  |
| **EN 110** (C or higher required) |  |  |  |  |  |  |  | |  |
| **EN LIT** (Required) course |  |  |  |  | **Humanities** *2 courses* to be chosen from: |  |  | |  |
| **EN LIT** or approved substitute |  |  |  |  | *CL, EN LIT, GRK, HM, HS, ITS, LAT, PH, RL* |  |  | |  |
|  |  |  |  |  |  |  |  | |  |
| **Math Proficiency** | **Course** | **Term** | **Grade** |  |  |  |  | |  |
| **MA 100 or 101** (C- or higher required) |  |  |  |  | **Fine Arts** *1 course* to be chosen from: |  |  | |  |
|  |  |  |  |  | *AH, ARCH, AS, CW, DR, MUS* |  |  | |  |
| **Math, Science, Computer Science** | **Course** | **Term** | **Grade** |  |  |  |  | |  |
| **MA/NS/CS** |  |  |  |  | **General Electives** |  |  | |  |
| **MA/NS/CS** |  |  |  |  | *Sufficient to give a total of 120 credits* |  |  | |  |
|  |  |  |  |  |  |  |  | |  |
| **Foreign Language** | **Course** | **Term** | **Grade** |  |  |  |  | |  |
| First Required Course |  |  |  |  |  |  |  | |  |
| Second Required Course |  |  |  |  |  |  |  | |  |
|  |  |  |  |  |  |  |  | |  |
| 1. **Additional Requirements** | | | |  | 1. **Core Courses** | | | | |
|  | **Course** | **Term** | **Grade** |  |  | **Course** | **Term** | **Grade** | |
| **FIN 201** Financial Accounting |  |  |  |  | **BUS 220** Business Communications |  |  |  | |
| **FIN 202** Managerial Accounting |  |  |  |  | **EC 201** Principles of Microeconomics |  |  |  | |
| **MA 198** Calculus I |  |  |  |  | **EC 202** Principles of Macroeconomics |  |  |  | |
| **MA 208** Statistics I |  |  |  |  | **FIN 301** Finance |  |  |  | |
| **MA 209** Statistics II |  |  |  |  | **MKT 301** Principles of Marketing |  |  |  | |
|  |  |  |  |  | **MKT 302** Service Marketing |  |  |  | |
|  |  |  |  |  | *OR* **MKT 304** New Product Management |  |  |  | |
|  |  |  |  |  | **MKT 305** Market & Marketing Research |  |  |  | |
|  |  |  |  |  | **MKT 310** Consumer Behavior |  |  |  | |
|  |  |  |  |  | **MKT 320** Integrated Mkt. Comm. |  |  |  | |
|  |  |  |  |  | **MKT 490** Strategic Mkt. Management |  |  |  | |
| 1. **Major Elective Courses** | | | |  |  | | | | |
|  | | | |  |  | | | | |
| **4 courses at the 300-level or higher to be chosen from:  BUS, COM, CS, EC, FIN, MGT, MKT courses** | | | |  |  | | | | |
|  | | | |  |  | | | | |
|  | **Course** | **Term** | **Grade** |  |  |  |  | |  |
| 1st course |  |  |  |  |  |  |  | |  |
| 2nd course |  |  |  |  |  |  |  | |  |
| 3rd course |  |  |  |  |  |  |  | |  |
| 4th course |  |  |  |  |  |  |  | |  |
|  |  |  |  |  |  |  |  | |  |
| 1. **Minor in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | | | |  | 1. **Minor in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | | | | |
|  | | | |  |  | | | | |
| **Total of 6 courses** (check the website for specific requirements).  *No more than 3 courses may apply to both the major and minor* | | | |  | **Total of 6 courses** (check the website for specific requirements).  *No more than 3 courses may apply to both the major and minor* | | | | |
|  |  |  |  |  |  |  |  | |  |
|  | **Course** | **Term** | **Grade** |  |  | **Course** | **Term** | | **Grade** |
| 1st course |  |  |  |  | 1st course |  |  | |  |
| 2nd course |  |  |  |  | 2nd course |  |  | |  |
| 3rd course |  |  |  |  | 3rd course |  |  | |  |
| 4th course |  |  |  |  | 4th course |  |  | |  |
| 5th course |  |  |  |  | 5th course |  |  | |  |
| 6th course |  |  |  |  | 6th course |  |  | |  |