

2011-2012 Catalog

Name: _____ **ID #** _____ **Date:** _____

Business Administration Major **54 units**

Marketing Emphasis

Core: 33 units

		TR/CU	Grade	Transfer course approved:
Act 211	Financial Accounting	3	_____	_____
Act 212	Managerial Accounting	3	_____	_____
Bus 224	Business Writing & Presentation	1	_____	_____
Bus 251	Legal Environment of Business	3	_____	_____
Bus 261	Information Technology	3	_____	_____
Bus 475	Business Strategy	3	_____	_____
Bus 483	Business Ethics	3	_____	_____
Bus 490	Internship	2	_____	_____
Eco 201	Macroeconomics	3	_____	_____
	<i>or</i> Eco 202 Microeconomics			
Fin 331	Finance	3	_____	_____
Mgt 321	Management	3	_____	_____
Mkt 341	Marketing	3	_____	_____

Marketing (21 units)

Mkt 353	Professional Selling	3	_____	_____
Mkt 371	Internet Marketing	3	_____	_____
Mkt 442	Marketing Research	3	_____	_____
Mkt 445	International Marketing	3	_____	_____
Mkt 475	Market Strategy	3	_____	_____

Choose two of the following courses: **6**

Com 422	Studies in Public Relations	3	_____	_____
Mgt 323	Global Enterprise	3	_____	_____
	<i>or</i> Mgt 351 Diversity/Organizations			
Mkt 344	The Advertising Agency	3	_____	_____
Mkt 355	Business and Service Mktng	3	_____	_____
Mkt 363	Computer Graphics	3	_____	_____
Mkt 365	Computer Graphics/Motion	3	_____	_____

Note: All transfer courses applicable to a major must be approved by the appropriate department. Substitution forms are available in the Academic Advising Office.