

## 2012-2013 Catalog

Name: \_\_\_\_\_ ID#: \_\_\_\_\_ Date: \_\_\_\_\_

### **Business Administration: Marketing 54 units**

#### **Core: 33 units**

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

#### **Marketing Emphasis: 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:*

	6			
Com 422: Studies in Public Relations	3	_____	_____	_____
Mgt 323: The Global Enterprise				
or Mgt 351: Diversity in Organizations				
or Mgt 324: Global Enterprise Experience	3	_____	_____	_____
Mkt 344: The Advertising Agency	3	_____	_____	_____
Mkt 355: Business and Service Marketing	3	_____	_____	_____
Mkt 363: Computer Graphics	3	_____	_____	_____
Mkt 365: Computer Graphics wth 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.**