

LAST NAME:

FIRST NAME:

STUDENT ID NUMBER:

**2004-05
BUSINESS ADMINISTRATION
MAJOR
MARKETING EMPHASIS
(MINIMUM 57 CREDITS)**

INSTRUCTIONS:

- Use this form for tracking progress in the Major Program areas. *(There is a separate form for tracking progress in the General Education areas.)*
- A DEGREE AUDIT IS REQUIRED. Your advisor must send completed copies of the Major Program Evaluation Form and the General Education Evaluation Form to the Registrar's Office:
 - no earlier than the end of your junior year.
 - no later than mid-term of your second-to-last term.
 Not doing so within this time frame may delay your graduation.

Reminder: You must complete an Application for the BA in the Registrar's Office no later than the second week of the term you intend to graduate.

I. STUDENT INFORMATION

Name (Printed): _____
 Student ID Number: _____
 Anticipated Graduation (Term/Year): _____
 Local Address: _____

 Local Phone Number: _____
 Date Form Given To Advisor: _____

II. ADVISOR INFORMATION

Name (Printed): _____

 Signature: _____

III. BASE CURRICULUM COURSES (18 Cr)

All Business Majors should complete the base curriculum courses before enrolling in a 300 or 400-level business course. In addition, upper division Business and Economics courses may only be taken if a student's overall GPA is 2.50 or higher.

NUMBER	TITLE	GRADE/CREDITS
MATH 131	Math for Managerial & Social Sci	____ / ____
ECON 202	Microeconomics	____ / ____
ECON 216	Statistics for Business and Econ	____ / ____
BUAC 201	Intro Financial Accounting	____ / ____
BUAC 202	Intro Managerial Accounting	____ / ____
<i>And select one of the following:</i>		
CIS 120	Info Management & Analysis	____ / ____
BUAD 220	Computer Applications in Bus	____ / ____
SUB TOTAL		_____

IV. NUCLEUS COURSES (15 Cr)

NUMBER	TITLE	GRADE/CREDITS
BUAD 210	Legal Environment of Business	____ / ____
BUAD 270	Principles of Marketing	____ / ____
BUAD 309	Business Communication	____ / ____
BUAD 350	Human Resource Management	____ / ____
BUAD 360	Managerial Finance	____ / ____
SUB TOTAL		_____

V. EMPHASIS & CAPSTONE COURSES (15 Cr)

NUMBER	TITLE	GRADE/CREDITS
BUAD 340	Global Business	____ / ____
BUAD 365	Sales, Advertising, & Sales Mgt	____ / ____
BUAD 370	Market Analysis & Management	____ / ____
BUAD 445	Retailing	____ / ____
BUAD 491	Strategic Management	____ / ____
SUB TOTAL		_____

VI. ELECTIVE COURSES (SELECT 9 Cr)

Select three courses from the following list.

NUMBER	TITLE	GRADE/CREDITS
COTH 271	Small Group Communication	____ / ____
COTH 371	Argument & Conflict Mgt	____ / ____
COTH 372	Issues Management	____ / ____
COTH 374	Public Relations Communication	____ / ____

--CONTINUED NEXT COLUMN--

VI. ELECTIVE COURSES (CONTINUED)

ECON 201	Macroeconomics	____ / ____
ENG 302	Technical Writing	____ / ____
PSY 361	Industrial & Applied Psychology	____ / ____
SUB TOTAL		_____
MAJOR TOTAL		_____

VII. MINOR (OPTIONAL) MINIMUM 18 Cr

TITLE: _____

NUMBER	TITLE	GRADE/CREDITS
_____	_____	____ / ____
_____	_____	____ / ____
_____	_____	____ / ____
_____	_____	____ / ____
_____	_____	____ / ____
_____	_____	____ / ____
_____	_____	____ / ____
_____	_____	____ / ____
_____	_____	____ / ____
MINOR TOTAL		_____

VIII. SECOND MAJOR (OPTIONAL) MIN. 30 Cr

(See other Major Program Evaluation Form)
 TITLE: _____

IX. SECOND MINOR (OPTIONAL) MINIMUM 18 Cr

TITLE: _____

NUMBER	TITLE	GRADE/CREDITS
_____	_____	____ / ____
_____	_____	____ / ____
_____	_____	____ / ____
_____	_____	____ / ____
_____	_____	____ / ____
_____	_____	____ / ____
_____	_____	____ / ____
_____	_____	____ / ____
_____	_____	____ / ____
MINOR TOTAL		_____

40 Upper-Division Credits Required (Min.)
 (300- and 400-Level Courses)
TOTAL _____

120 Total Credits Required (Min.)
TOTAL _____