

LAST NAME:

FIRST NAME:

STUDENT ID NUMBER:

2008-09
BUSINESS ADMINISTRATION MAJOR
MARKETING EMPHASIS
(MINIMUM 57 CREDITS)

INSTRUCTIONS:

- Use this form for tracking progress in your Major Program area. *(There is a separate form for tracking your progress with the General Education Requirements.)*
- 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 Graduation 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: _____
 Signature: _____

II. ADVISOR INFORMATION

Name (Printed): _____
 Signature: * _____
 *I have checked the requirements for the major against the student's transcript and verified all substitutions

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
ACC 201	Intro Financial Accounting	/ 3
ACC 202	Intro Managerial Accounting	/ 3
ECON 202	Microeconomics	/ 3
ECON 216	Statistics for Business and Econ.	/ 3
MATH 140	College Algebra	/ 3
<i>And select one of the following:</i>		
BUAD 220	Computer Applications in Business	/
CIS 120	Info Management & Analysis	/
SUB TOTAL		18

IV. NUCLEUS COURSES (15 Cr)

NUMBER	TITLE	GRADE/CREDITS
BUAD 210	Legal Environment of Business	/ 3
BUAD 270	Principles of Marketing	/ 3
BUAD 309	Business Communication	/ 3
BUAD 350	Human Resource Management	/ 3
BUAD 360	Managerial Finance	/ 3
SUB TOTAL		15

V. EMPHASIS & CAPSTONE COURSES (15 Cr)

NUMBER	TITLE	GRADE/CREDITS
BUAD 335	Marketing Communications	/ 3
BUAD 340	Global Business	/ 3
BUAD 345	Consumer Behavior	/ 3
BUAD 425	Marketing Research	/ 3
BUAD 491	Strategic Management	/ 3
SUB TOTAL		15

VI. ELECTIVE COURSES (SELECT 9 Cr)

Select three courses from the following list.

NUMBER	TITLE	GRADE/CREDITS
BUAD 300	Social Responsibility of Business	/
BUAD 315	Business Law	/
BUAD 325	Management Info. Systems	/
BUAD 329	E-Commerce	/

(CONTINUED NEXT COLUMN)

VI. ELECTIVE COURSES (CONTINUED)

BUAD 450	Organizational Behavior	/
BUAD 485	Quantitative Decision Making	/
BUAD 499	Internship Business Admin. (1-6 cr)	/
COTH 374	Public Relations Communication	/
ECON 201	Macroeconomics	/
SUB TOTAL		9
MAJOR TOTAL		57

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 _____