

LAST NAME:

FIRST NAME:

STUDENT ID NUMBER:

**2009-10  
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	/
<b>SUB TOTAL</b>		<b>18</b>

**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 333	Organizational Behavior	/ 3
BUAD 360	Managerial Finance	/ 3
<b>SUB TOTAL</b>		<b>15</b>

**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
<b>SUB TOTAL</b>		<b>15</b>

**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 350	Human Resource Management	/
BUAD 485	Quantitative Decision Making	/
BUAD 499	Internship Business Admin.	/
COTH 374	Public Relations Communication	/
ECON 201	Macroeconomics	/
<b>SUB TOTAL</b>		<b>9</b>
<b>MAJOR TOTAL</b>		<b>57</b>

**VII. MINOR (OPTIONAL) MINIMUM 18 CR**

TITLE: \_\_\_\_\_

NUMBER	TITLE	GRADE/CREDITS
<b>MINOR TOTAL</b>		

**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
<b>MINOR TOTAL</b>		

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

120 Total Credits Required (Min.)  
**TOTAL** \_\_\_\_\_