B.B.A. – Marketing Concentration
2008/2009 Catalog
This plan is an unofficial document used for advisement only.

How to use this program plan: Write the grade for the course that satisfies each requirement. If the student takes a course that is chosen from a list of possible courses, circle the course number taken in addition to writing the grade.

General Education: (60 hours)

GGC or Grade Crs # & Title
Transfer
Area A - Essential Skills: (9 hours)
ENGL 1101 English Composition I
ENGL 1102 English Composition II
MATH 1111 College Algebra (or higher)

Area B - Institutional Option (4 hours)
ITEC 1001 Introduction to Computing

Area C - Humanities/Fine Arts (6 hours)
Choose one from the following:
MUSC 1100/ARTS 1100/ENGL 2110/2100/FILM 1005
Choose one from the following:
RELN 1100/GEOG 1101 level foreign lang

Area D – Natural Sciences, Math, Technology (11 hours)
Choose one from the following:
PSCI 1101, 1101L and 1102, 1102L or
BIOL 1101, 1101L and 1102
Choose one from the following:
ITEC 2110 Digital Media
ITEC 2120 Introduction to Programming

Area E – Social Science (12 hours)
Choose one sequence from the following:
HIST 2111 and 2112 U.S. History I & II or
HIST 1111 and 1112 World History I & II or
HIST 1121 and 1122 Western Civ I & II
POLS 1101 American Government
Choose one from the following:
PSYC 1102/PSYH 1102

Area F – Courses Related to the Program of Study (18 hours)
ACCT 2101 Principles of Accounting I
ACCT 2102 Principles of Accounting II
BUS 2105 Comm in the Business Environ
BUS 2106 The Environment of Business
ECON 2105 Principles of Macroeconomics
ECON 2106 Principles of Microeconomics

Additional Requirements (3-4 hours)
Physical Education Requirement
Wellness (1 hour)
Additional Physical Education (2 hours)

Additional Requirements
GGC 1000 (if entered with less than 30 hours)
Student Success courses may be required for entry in other courses.
Pass or Exempt Regents' Reading Test
Pass or Exempt Regents' Writing Test

Regents Requirements – The requirements for US and Georgia History and Constitution can be satisfied by transfer credit of HIST 2111 OR 2112 and POLS 1101 from a University System of Georgia institution. If not satisfied, the student can contact the College of Liberal Arts concerning exams for credit or can complete the courses.
US Constitution Georgia Constitution
US History Georgia History

Program of Study (60 hours)

Required Business Course (36 hours)

MKTG 3000 Principles of Marketing
MGMT 3000 Principles of Management
MGMT 3400 Ethics & Corp Social Respon
MGMT 4100 Organization Behavior
MGMT 4600 Operations & Project Mgmt
MGMT 4700 Strategic Mgmt (Capstone)

Marketing Concentration (21 hours)

MKTG 3050 Consumer Behavior
MKTG 4025 Marketing Research
MKTG 4400 International Marketing
BUS 4751 Business Internship or
Business elective at the 4000 level

Marketing Electives (9 hrs 3000/4000 level)

General Electives (3 hours 2000-4000 level – outside the school of business)

Comments:

Program Plan Revised by: Date

Revised 07/08/08