

B.B.A. – Marketing Concentration
2011-2012 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 Course Number & Title Transfer

Area A - Essential Skills: (9 hours)
("C" or better)

- _____ 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 1101/2000 level foreign lang

Area D – Natural Sciences, Math, Tech (11 hrs)

Choose one sequence from the following:

PSCI 1101K **and** 1102K **or**

BIOL 1101K **and** 1102

Choose one from the following:

ITEC 2110 Digital Media

ITEC 2120 Introduction to Programming

Area E – Social Science (12 hours)

POLS 1101 American Government

HIST 2111 **or** HIST 2112 U.S. History I & II

Select one course:

HIST 2111 (if not used above)

HIST 2112 (if not used above)

HIST 1111 World History I

HIST1112 World History II

HIST 1121 Western Civ I

HIST1122 Western Civ II

Select one of the following:

PSYC 1102/SOCI 1101/ANTH 1102

Area F – Courses Related to the Program of Study (18 hours) ("C" or better)

ACCT 2101 Introduction to Financial Acct.

ACCT 2102 Introduction to Managerial Acct.

BUSA 2105 Comm in the Business Environment

BUSA 2106 The Environment of Business

ECON 2105 Principles of Macroeconomics

ECON 2106 Principles of Microeconomics

Student Name _____

S. Id No _____

S. Phone (w) _____ (h) _____

S. alt. email _____

Adviser _____

A. phone _____

A. email _____

Additional Requirements (3-4 hours)

Physical Education Requirement

- _____ Wellness (1 hour)
- _____ Additional Physical Education (2 hours)
- _____ _____

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)

I. Required Business Course (36 hours) ("C" or better)

- _____ BUSA 2000 Statistical Analysis for Business
- _____ BUSA 3100 Management Information Systems
- _____ BUSA 3200 Global Business
- _____ BUSA 3500 Legal Environment of Business
- _____ FINA 3000 Financial Management
- _____ MKTG 3000 Principles of Marketing
- _____ MGMT 3000 Principles of Management
- _____ MGMT 3040 Human Resource Management
- _____ MGMT 3400 Ethics & Corp Social Responsibility
- _____ MGMT 4100 Organization Behavior
- _____ MGMT 4600 Operations & Project Mgmt
- _____ MGMT 4700 Strategic Mgmt (Capstone)

II. Marketing Concentration (21 hours)

- _____ MKTG 3050 Consumer Behavior
- _____ MKTG 4025 Marketing Research
- _____ MKTG 4400 International Marketing
- _____ Business elective at the 4000 level **or**
- _____ BUSA 4751 Business Internship

Marketing Electives (9 hrs) (3000/4000 level)

III. Non-Business Electives (3 hours 2000-4000 level)
