

NAME			CATALOG YEAR	2011-2016	
MAJOR	<i>Business Marketing</i>		CONCENTRATION		
		<i>BS</i>			

						Student Records		
Course Number		Course Title	Credit Hours	Offered	Prerequisites	Semester	Grade	
Business Core								
AC	210	Principles of Accounting I	3	F / S				
AC	220	Principles of Accounting II	3	F / S	AC210			
BA	212	Principles of Management	3	F / S	EN160			
BA	232	Principles of Marketing	3	F / S	EN 160			
BA	282	Business Law I	3	F	EN160			
EC	206	Principles of Macroeconomics	3	F / S	EN160, MA160 or Higher			
EC	216	Principles of Microeconomics	3	F / S	MA150 or higher, EC206			
CS	119	Computer Applications	3	F / S	MA160 or Higher			
OR		OR						
CS	XXX	Computer Science above 119			F / S			
Marketing								
MA	185	Calculus for Business	3	F / S	MA160 or equivalent			
BA	302	Statistics	3	F / S	MA160 or higher			
BA	322	Principles of Finance I	3	F / S	AC220			
BA	324	Principles of Finance II	3	F / S	AC220 and BA322			
BA	330	Retail Management	3	F	BA232 or permission instructor			
BA	332	Principles of Advertising	3	F / S	BA232			
BA	352	Principles of Selling	3	F / S	BA232 or permission of instructor			
BA	362	Consumer and market Behavior	3	S	BA232 or permission of instructor			
BA	402	Market Research	3	S	BA232, BA302			
BA	442	Business Policy and Decision Making	3	F / S	Senior Standing and Instructor Permission			
EC	375	Micro-Economic Theory	3	F / S	EC216, MA185			
EC	455	The Global Marketplace	3	S	EC216, BA322 or Instructor Permission			
TOTAL HOURS			60					

NOTES:		Graduation Degree Requirements	128 Credit Hours 40 Hours Upper Division
		Major Degree Requirements	60 Total Credit Hours 2.0 GPA Major Courses with no Pass/Fail in Major
		Other	
NOTES / CAREER GOALS / PLANS		MAJOR ASSESSMENT:	
<p>NOTE: Required or elective hours taken for one Business Division major, major concentration, or minor cannot be used to satisfy another Business Division major, major concentration or minor.</p>		<p>The current process for all majors in the Division of Business is to take the Educational Testing Services' Business Test. The test is given as a pre-test to students enrolled in BA212, Principles of Management. This course is required of all Division majors. The test is also given as a post-test to all graduating seniors in the Division toward the end of their last semester.</p>	