

NAME					CATALOG YEAR	2016 to Present			
MAJOR		<i>Business Marketing</i>		<i>BS</i>	CONCENTRATION				
					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					
OR		OR							
CS	XXX	Computer Science above 119		F / S					
Marketing									
MA	185	Calculus for Business	3	F / S	MA165 or equivalent				
BA	302	Statistics	3	F / S	MA160 or higher				
BA	322	Principles of Finance I	3	F / S	AC220, MA160 or higher				
BA	324	Principles of Finance II	3	F / S	MA160 or higher, 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				
BA	402	Market Research	3	S	BA232, BA302				
BA	442	Business Policy and Decision Making	3	F / S	Senior Standing/FINAL Semester				
EC	375	Micro-Economic Theory	3	F / S	EC216, MA185				
EC	455	The Global Marketplace	3	S	EC216, BA322 or Instructor Permission				
MC	385	Social Networking	3	S					
TOTAL HOURS			63						

NOTES:

Graduation Degree Requirements	120 Credit Hours 40 Hours Upper Division
Major Degree Requirements	63 Total Credit Hours 2.0 GPA Major Courses with no Pass/Fail in Major
Other	

NOTES / CAREER GOALS / PLANS

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.

MAJOR ASSESSMENT:

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.

						Terms For Offered	
						USE	MEANING
						F	Fall
						S	Spring
						F/S	Fall/Spring
						S Odd	Spring Odd
						F Odd	Fall Odd
						S Even	Spring Even
						F Even	Fall Even
						INT	Intersession
						Sum	Summer
						Arr	Arranged
						OC	On Cycle