



**B.S. in Business Management**  
**Marketing Track**  
**BMGTMRKBS.2012**  
**58 credits, including 6 GE credits**

Effective Date: April 2012

<b>Name of Student:</b>			
<b>Student ID #:</b>			
<b>Home Country:</b>	<input type="checkbox"/> IWORK		
<b>Grad. Date:</b>			
<b>Advisor:</b>	Name	Initials	Date
<b>Date Started:</b>			

<b>Business Prerequisites</b>						<b>21 Credits</b> (6 GE credits)	
<i>Course #</i>	<i>Title</i>	<i>Hr.</i>	<i>Prerequisites</i>	<i>Offered</i>	<i>Sem.</i>	<i>Grade</i>	
BUSM 180	Introduction to Commerce and Enterprise	3		F,W,S			
ACCT 201	Introduction to Financial Accounting	3		F,W,S			
ACCT 231	Finance and Accounting Software Applications	1.5	ACCT 201 Pre/Co-requisite	F,W,S			
MATH 221	Principles of Statistics (GenEd) (MATH 321 or PSYC 205 may substitute for MATH 221)	3		F,W,S			
ECON 200	Microeconomics (GenEd)	3	MATH 110A, 110B, or Pass BMQT**	F,W,S			
ECON 201	Macroeconomics	3	ECON 200	F,W,S			
BUSM 232	Mathematics of Finance	1.5	MATH 110A, 110B or Pass BMQT**	F,W,S			
ACCT 203	Introduction to Managerial Accounting	3	(MATH 106/110/higher (not MATH 221) or pass BMQT** or ACT math 22+ or SAT math 500+). ACCT 201 with C- or better, ACCT 231.	F,W,S			
<b>Business Foundations</b>						<b>24 Credits</b>	
BUSM 242	Ethics & Legal Environment in Business	3	BUSM 180, ENGL 201	F,W,S			
BUSM 320	Business Communications	3	BUSM 180, ENGL 201	F,W,S			
BUSM 301	Business Finance	3	ACCT 201, 203, 231, BUSM 180, 232, ECON 200, 201, MATH 221	F,W,S			
BUSM 304	Principles of Marketing Management	3	BUSM 180, ECON 200	F,W,S			
BUSM 310	Leadership and Management	3	BUSM 320	F,W,S			
BUSM 308	Entrepreneurship	3	ACCT 201, 203, 231, BUSM 180, 232, 242, ECON 200, 201, MATH 221	F,W			
BUSM 361	Operations Management	3	ACCT 201, 203, 231, BUSM 180, 232, ECON 200, 201, MATH 221	F,W,S			
IS 330	Management Information Systems	3	ACCT 201, 203, 231, BUSM 180, 232, ECON 200, 201, MATH 221	F,W,S			
<b>Marketing Track Required Courses</b>						<b>3 Credits</b>	
BUSM 422	Marketing Research	3	BUSM 304 & MATH 221	F,W			
<b>Marketing Track Elective Courses</b>						<b>6 Credits</b> (Any 6 credits)	
BUSM 334	Sales & Customer Relationship Mgmt	3	BUSM 304	W,S			
BUSM 421	Marketing Communications	3	BUSM 304	W,S			
BUSM 431	International Marketing (Strategy)	3	BUSM 304	F,S			
<b>Advanced Capstone Courses</b>						<b>4 Credits</b>	
BUSM 325	Career Management	1	Co-Requisite: BUSM 499	F,W,S			
BUSM 499	Strategic Management	3	BUSM 242, 301, 304, 310 (Last Semester)	F,W,S			
<b>Total Credits Mapped for Graduation:</b>							

1. No more than one "D" grade may be applied towards the major. All Business prerequisites must be C- or better. \_\_\_\_\_
2. One retake is allowed per class, for up to two major classes. \_\_\_\_\_

*Based on completion of remaining classes as indicated on this MRS, this student is authorized to graduate with this major.*

Dept. Chair (Printed) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_