



**B.S. in Business Management-
Marketing Track**
BUSMBS-BMMKG.2017 (mrs 1220)
59 credits

Effective Date: 09/2017

Name of Student:		
Student ID #:		Graduation Date
Home Country:	<input type="checkbox"/> IWORK	
Advisor:	Name	Date

Business Prerequisites **22 Credits**

Course #	Title	Hr.	Prerequisites	Offered	Sem.	Grade
BUSM 180	Introduction to Commerce and Enterprise	3		F,W,S		
ACCT 201	Introduction to Financial Accounting	3		F,W,S		
MATH 107	Quantitative Reasoning	3		F,W,S		
MATH 221	Principles of Statistics I	3	MATH 110 or 107 or ACT Math Score of 24+ or SAT Math Score of 590+	F,W,S		
ECON 200	Principles of Microeconomics	3	MATH 107	F,W,S		
ECON 201	Principles of Macroeconomics	3	ECON 200	F,W,S		
BUSM 230	Business Spreadsheets and Modeling	1		F,W,S		
ACCT 203	Introduction to Managerial Accounting	3	MATH 107 AND ACCT 231 or BUSM 230 and ACCT 201 w/C- or better for BUSM majors and B- or better for ACCT majors	F,W,S		

Business Foundations **22 Credits**

BUSM 342	Business Law & Ethics	3	BUSM 180, ENGL 101	F,W,S		
BUSM 320	Business Communications	3	BUSM 180, ENGL 101	F,W,S		
BUSM 325	Career Management	1	BUSM 320, 60+ credits (Junior Status)	F,W,S		
BUSM 301	Business Finance	3	ACCT 201, 203, BUSM 180, 230, ECON 200, 201, MATH 221	F,W,S		
BUSM 304*	Principles of Marketing Management	3	BUSM 180, ECON 200 *see #3 below	F,W,S		
BUSM 310	Leadership and Management	3	BUSM 180, BUSM 320	F,W,S		
BUSM 361	Operations Management	3	ACCT 201, BUSM 180 or HTM 285, BUSM 230, ECON 200, MATH 107	F,W,S		
CIS 200/IS 330 or IS 430	Fundamentals of Info. Sys. Tech. or Foundations in IT Services, Enterprise Systems, and ERP Skills	3	60+ credits (Junior Status)	F,W,S F,W		

Marketing Track Required Courses **9 Credits**

BUSM 421	Integrated Marketing Communications	3	BUSM 304 or HTM 304	W,S		
BUSM 422	Marketing Research	3	BUSM 304 & MATH 221	F,W		
BUSM 429	Strategic Marketing Management	3	BUSM 304, and either 421 or 422 (Both 421 and 422 is preferred)	W,S		

Marketing Track Elective Courses **3 Credits**

BUSM 334	Sales & Customer Relationship Mgmt	3	BUSM 304 or HTM 304	W,S		
BUSM 431	International Marketing	3	BUSM 304	F		
PSYC 215	Consumer Behavior	3	PSYC 111	W-even		
PSYC 405	Multivariate Statistics	3	PSYC 205 or equivalent & Instructor Permission	S		
ART 311	Branding	3	ART 112, 210, 212, Portfolio Review	F,S		
ART/HUM 308	Basic Video Production	3		F,W,S		
BUSM 371	Supply Chain Management	3	BUSM 361	F,W,S		
HTM 270	Destination Management & Marketing	3	BUSM 180	F,W,S		
BUSM 390R	Special Topics	3		Variable		

Advanced Capstone Courses **3 Credits**

BUSM 499	Strategic Management	3	BUSM 342, 301, 304, 310 (Last Semester)	F,W,S		
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Total Credits Mapped for Graduation:

1. No more than one "D" grade may be applied towards the major.
2. All Business prerequisites must be C- or better.
3. (*) B- or better is required for the Business Foundation course BUSM 304.
4. One retake is allowed per class, for a total of up to two major classes.