

Page 2: PLAN OF STUDY FOR B.B.A DEGREE - Marketing Major

Core requirements on reverse side

Name: _____

ID #: _____

NOTE: Most upper-level business courses have restricted enrollment. In addition to any other prerequisites listed, courses identified with an [R] in the Course column are restricted to students who have completed ACCT 2101, ACCT 2102, ECON 2105, and ECON 2106 with a grade of C or higher in each course. A grade of C or higher is required in the prerequisites for upper-level Business courses, in all major specific courses, and in BUSA 4995. Therefore, a grade of C or higher is required in the courses with a ≥C in the C req. column. Courses labeled with an O or W are oral or writing intensive, respectively.

Advanced Requirements for a B.B.A. Degree in Marketing

Course Hours Semester Grade C req. Notes/Prerequisites

Common Professional Component - 30 hours (no more than one D)

MATH 2400*	3			≥C	Prerequisite: Area A Math. MATH 2400 is prerequisite to BUSA 3110 and BUSA 3120.
BUSA 3110 (W)	3				Prerequisite: MATH 2400
BUSA 3120 [R]	3				Prerequisite: MATH 2400
FINC 3440	3			≥C	Prerequisite: ACCT 2101 and ECON 2106. This course is prerequisite to BUSA 4527 and BUSA 4995.
ECON 3441 [R]	3				
MGMT 3661	3			≥C	This course is prerequisite to BUSA 4527 and BUSA 4995.
MKTG 3700	3			≥C	This course is prerequisite to most major specific courses and to BUSA 4527 and BUSA 4995.
BUSA 3810 [R]	3				
BUSA 4527 (O) [R]	3				Prerequisites: FINC 3440, MGMT 3661, and MKTG 3700
BUSA 4995 (W,O) [R]	3			≥C	Prerequisites: FINC 3440, MGMT 3661, MKTG 3700 and Senior status--should be taken as close to graduation as possible.

Major Specific - 21 hours (all with a grade of C or higher)

NOTE: The major courses in the Marketing major take a minimum of three semesters (excluding summer) to complete to complete. Some major specific courses are taught once a year in Dählonega and every other year in the evening in Gainesville.

MKTG 3710 [R]	3			≥C	Prerequisite: MKTG 3700
MKTG 3720 [R]	3			≥C	Prerequisite: MKTG 3700
MKTG 3730 [R]	3			≥C	Pre- or corequisite: MKTG 3700. This course is prerequisite to MKTG 4730.
MKTG 3740 [R]	3			≥C	Prerequisite: MKTG 3700
MKTG 4730 [R]	3			≥C	Prerequisites: MATH 2400, MKTG 3700, and MKTG 3730. This course is prerequisite to MKTG 4780.
MKTG 4780 [R]	3			≥C	Prerequisite: MKTG 4730
3000/4000 elective _____	3			≥C	The specific course must be listed on the Plan of Study when submitted to the Registrar's Office. The student must justify how this course will help them in a marketing career.

Electives - 9 hours (may not include Wellness or Activity PEs)

NOTES: If MATH 2400, MATH 2040, ENGL 2238, and CSCI 1100/1150 were not taken as listed above, courses that meet the math, communications, and computer science/information systems requirements must be included as electives for the B.B.A.

Military science hours, hours toward a minor, and hours toward a double major can be counted as elective hours. Elective hours may come from inside or outside of Business. Transfer hours that do not meet other requirements can be used as electives.

Course	Hours	Semester	Grade		Course	Hours	Semester	Grade

This is not a contract binding the University to offer a given course at any given time. Arrangements concerning the scheduling of courses will be made between the student and the advisor based on the information at hand. These arrangements will not be binding on the student or the University.

Student: _____ / /

Advisor: _____ / /

Dept. Head: _____ / /

Registrar: _____ / /