

BUS. ADMIN. – MARKETING

Program Checklist Revised 2/01/12

2011-2012 TERM

Date _____

Student _____

ID # _____

Advisor _____

Term Enrolled _____

Required Course	Course Name	Prerequisite or (Co-requisite)	Credit Hours	Term Offered	Avail. Online	Term Completed/ Grade Earned
FIRST SEMESTER: (15 credit hours)						
ENGL 1010	English Composition I	None	3	All	Yes	
MGT 2000	Principles of Management	None	3	All	Yes	
MKT 2200	Principles of Marketing	None	3	F, S	Yes	
MKT 2420	Customer Service	None	3	F, S	Yes	
INFS 1010	Computer Applications	ADMN 1100 or equiv.	3	All		
SECOND SEMESTER: (15 credit hours)						
ACCT 1010	Principles of Accounting I	(College-level math)	3	All	Yes	
ECON 2010	Macroeconomics	(College-level math)	3	All	Yes	
HUM/FA ¹	Humanities/Fine Arts Elective	Note ¹	3	All	Yes	
MKT 2600	Supply Chain/Logistics	MKT 2200, INFS 1010, MGT 2000	3	S		
SPH 2100	Public Speaking	(ENGL 1010)	3	All	Yes	
THIRD SEMESTER: (17 credit hours)						
ADMN 2450	Communications Media	ADMN 1005, ENGL 1010	4	F		
ADV 2500	Advertising & Promotion	None	3	F, S	Yes	
MATH 1530	Elem. Probability & Statistics	(College-level math)	3	All	Yes	
MKT 2270	Marketing Info. & Forecasting	MKT 2200, INFS 1010	4	F		
MKT 2450	E-Commerce	None	3	All	Yes	
FOURTH SEMESTER: (13 credit hours)						
CBase Exam	General Education Exit Test	None	0	All		
FIN 2000	Financial Management	ACCT 1010, (MATH 1530)	3	F, S		
MGT 2240	Business Capstone	MKT 2200, ACCT 1010, MGT 2000	3	S		
MKT 2471	Marketing Internship	Note ²	3	All		
MKT 2570	Sales/Event Marketing	ADV 2500, MKT 2200	4	S		

TOTAL CREDIT HOURS FOR DEGREE: 60

¹Humanities Elective should be chosen from ART 1720, 1730; ENGL 2110, 2120, 2210, 2220, 2310, 2320, 2331, 2510, 2520; HUM 2810; MUS 1030, 1040; PHIL 1030, 2010, 2400; THEA 1030.

²Completion of 15 hours of MKT courses with minimum 2.5 GPA in MKT courses and at least a 2.0 cumulative GPA; seeking an A.A.S. degree as Marketing major; and a completed internship application submitted to the Coordinator of BCT Internships prior to beginning of the term.