

**B.S. Business Administration –
Marketing
Track Checklist
2024.2025**

Student's Name: _____ Banner ID: _____

General Education and P.E. Requirements (44 hours), including:

- { } Communication: ENG1050, Composition I { } ENG1060, Composition II { }
- { } Arts and Humanities: Fine Arts { } Literature { } History { } Philosophy/Religion { }
- { } Social Science: ECN2020, Prin of Microeconomics { } PSY1010, Intro to Psychology { }
Geology/Political Science/Sociology { }
- { } Mathematics: MAT1070, College Algebra { }
- { } Natural Science: Biology { } Chemistry { } Earth Science { } Physical Science { }
- { } Physical Education: { } { }
- { } Gen Ed Electives: ECN2030, Prin of Macroeconomics { } Other Elective { }

Thomas College of Business and Economics, Common Body of Knowledge (CBK) (39 hours):

<u>Courses:</u>	<u>Prerequisite(s)</u>
{ } *ACC2270, Fundamentals of Financial Accounting And Reporting	MAT1070 or higher-level math
{ } ACC2280, Accounting Tools for Managerial Decisions	"C-" or better in ACC2270
{ } BLAW2150, Legal & Ethical Issues in the Business Environment	
{ } *DSC3180, Applied Business Statistics	"C" or better in MAT1070 or higher- level math
{ } DSC3190, Business Analytics	"C" or better in DSC3180
{ } *FIN3100, Business Finance	"C-" or better in ACC2270 and In DSC3180 or equivalent
{ } ITM3010, Mgmt Information Systems	DSC2090 and MGT3060
{ } MGT3030, Business Communications	"C" or better in ENG1060
{ } *MGT3060, Organization & Management	
{ } MGT4420, Supply Chain Management	DSC3180
{ } MGT4660, Business Strategy	ACC3310 or MGT4410, MGT3030 and a "C" or better in FIN3100, MGT3060 and MKT3120
{ } *MKT3120, Prin of Marketing	

Choose One of the Following:

- { } BUS3020, International Business
- { } ECN3010, Managerial Economics "C" or better in MAT2150 or MAT2210
and in ECN2020
- { } FIN3040, Money, Fin Markets & Institutions

Business Electives (6 hours) Must be at the 3000-4000 level:

- { } _____
- { } _____

***Denotes a "C-" or better is needed as a prerequisite for another course.**

Marketing Track Requirements (18 hours):

{ }	MKT3200 , Consumer Behavior	"C" or better in MKT3120
{ }	MKT4300 , Integrated Marketing Communications	"C" or better in MKT3120
{ }	MKT4500 , Marketing Research	"C" or better in MKT3120 and DSC3180
{ }	MKT4800 , Marketing Strategy	"C" or better in MKT3120
{ }	MKTxxxx , Marketing Elective	
{ }	MKTxxxx , Marketing Elective	

Six (6) hours of marketing electives must be approved 3000 or 4000-level management course(s) which may include a study abroad course facilitated by the department.

{ } **General Electives** { } **Freshman Seminar (13 hours)**

Passport to Professional Studies (0 hours), *BUS1001 must be completed first:*

{ }BUS1001 { }BUS1002 { }BUS1003 { }BUS1004 { }BUS1004 { }BUS1006

Indigenous Cultures and Communities Requirement, Fall 2023 and after (6 hours):

{ } { }

Writing Intensive Requirement (9 hours):

As a requirement for graduation, students must complete nine (9) credit hours of Writing Enriched and Writing in the Discipline. One course **MUST** be a Writing in the Discipline course.

{ }WD { }WE/WD { }WE/WD