BUSINESS ADMINISTRATION MAJOR

CONCENTRATION IN MARKETING (BAK)

GENERAL EDUCATION (12 Courses Required): Twelve courses are designated as General Education courses, which must be taken in a department other than the major department. Only courses designated (Gen.Ed.) after the course title will meet General Education requirements (refer to the Catalog for complete information).

COURSE #	TITLE	GOAL(S) MET
43.123	College Algebra	2
63.120	Intro. to Comp. Sci. & Info. Tech.	16

General Education Goals (Check off as Completed):

1. _____ Writing
2. _____ Quantitative
3. _____ Language
4. _____ Literature/Philosophy
5. _____ Visual/Performing Arts
6. _____ Physical Science
7. _____ Life Science
8. _____ Historical Studies
9. _____ Social/Behavioral Sciences
10. _____ Forces in the U.S.
11. _____ Study of Constitutions
12. _____ Gender, Class, Race
13. _____ Non-Western Studies
14. _____ Cont.. Issues & Trends (optional)
15. _____ Integrative Studies (optional)
16. _____ Professional Studies (optional)

_____ Laboratory

MAJOR AND RELATED COURSES (18):

COURSE #	COURSE TITLE
12.101	Principles of Macroeconomics
12.102	Principles of Microeconomics
12.201	Quantitative Economics and Business I
12.202	Quantitative Economics and Business II
12.208	Microcomputer Applications in Business
12.215	Legal Environment of Business
12.220	Introduction to Financial Accounting
12.221	Introduction to Managerial Accounting
12.271	Marketing Principles
12.280	Applied Organizational Theory and Management
12.301	Intermediate Macroeconomic Theory
12.302	Intermediate Microeconomic Theory
12.310	Marketing Research
12.330	Managerial Finance I
12.371	Marketing Management
12.485	Business Policy and Strategy

Two restricted electives in Business (see catalog):

12.	
12.	

FREE ELECTIVES (2):