

University of West Georgia

Bachelor of Business Administration

Major: MARKETING

Name _____

U.S. & GA Hist. _____
U.S. & GA Const. _____

2013-2014

Student #: _____

Course & No.	Hrs.	Comp.	Rem.
CORE CURRICULUM			
A. ESSENTIAL SKILLS		9 HOURS	
ENGL 1101	3		
ENGL 1102	3		
MATH 1111	3		
B. INSTITUTIONAL PRIORITIES		5 HOURS	
Elective (Oral communication)	3		
Elective (LIBR 1101*)	2		
C. HUMANITIES		6 HOURS	
Fine Arts Elective	3		
Humanities Elective (COMM 1154*)	3		
D. NATURAL SCIENCES, MATH, & TECH		10 HRS	
LAB SCI	4		
NON-LAB SCI	3		
MATH 1413	3		
E. SOCIAL SCIENCES		12 HOURS	
HIST 1111 OR 1112	3		
HIST 2111 OR 2112	3		
POLS 1101	3		
Elective (PSYC 1101*)	3		

Course & No.	Hrs.	Comp.	Rem.
F. MAJOR SPECIFIC COURSES		18 HOURS	
ACCT 2101	3		
ACCT 2102	3		
BUSA 2106	3		
CISM 2201	3		
ECON 2105	3		
ECON 2106	3		
◆ BUSINESS CORE		27 HOURS	
ABED 3100	3		
CISM 3330	3		
ECON 3402	3		
ECON 3406	3		
FINC 3511	3		
MGNT 3600	3		
MGNT 3615	3		
MKTG 3803	3		
International Select** (MKTG 4866*)	3		
◆ MAJOR COURSES		24 HOURS	
MKTG 4864	3		
MKTG 3808	3		
MKTG ELECTIVES: (CHOOSE 4)	3		
MKTG 3801, 3805, 3809, 3810, 3839, 4805, 4831, 4861, 4866, 4808, MKTG 3805/RELE 3705	3		
	3		
MKTG 4870	3		
MGNT 4660	3		
APPROVED ELECTIVES***		9 HOURS	
Business Elective 1 (MKTG or RELE*)	3		
Business Elective 2 (MKTG or RELE*)	3		
Elective 3	3		
TOTAL		120 Hours	

Specific Requirements:

- 1) Attain a minimum overall grade point average of 2.0 for graduation.
- 2) 2.0 GPA required to take Area F courses.
- 3) Attain a minimum of 2.0 for Area F courses, business junior core and Major Courses.
- 4) No more than one "D" is permitted in Major courses.
- 5) Complete the following courses ASAP: MATH 1111, MATH 1413, ENGL 1101, ACCT 2101, and ECON 2105 or 2106. These courses must be completed to be eligible to be a major in the College of Business.

* Recommended selections.

** Select one from MKTG 4866, FINC 4521, ECON 4450, MGNT 4625.

*** At least two of these must be in the college of Business.