

**DILLARD COLLEGE OF BUSINESS ADMINISTRATION
2014 – 2016 DEGREE PLAN FOR A BBA WITH A MAJOR IN
MARKETING**

02/14

Last Name _____ First _____ Middle _____ Mustangs ID _____ Date of Graduation _____
 Placement Exams: MATH 0003 _____; MATH 1003 _____; ENGL 1014 _____ WRITING PROFICIENCY: Taken _____; Passed _____
 TSI Test: Writing _____; Reading _____; Mathematics _____

LIFE AND PHYSICAL SCIENCES¹ 6 semester hours:

LANGUAGE, PHILOSOPHY AND CULTURE² 3 semester hours:

CREATIVE ARTS³ 3 semester hours

AMERICAN HISTORY 6 semester hours:
 HIST 1133 American History to 1865 _____
 HIST 1233 American History since 1865 _____

GOVERNMENT/POLITICAL SCIENCE 6 semester hours:
 POLS 1333 American Government _____
 POLS 1433 American Government _____

COMPONENT AREA OPTION – Cultural and Global Understanding⁴
 3 semester hours:

BUSINESS CORE⁹ 27 semester hours:
 ENGL/SPCH 1103 Introduction to Communications (Comm.) _____
 ENGL 1123 Rhetoric & Composition (Comm.) _____
 MATH 1203 Math Analysis for Business or 1233 College Algebra (Math) _____
 BUAD 1033 Foundations of Business (CAO - Undrgrad. Inq. & Creativity) _____
 ACCT 2143 Financial Accounting _____
 ACCT 2243 Managerial Accounting _____
 MIS 2003 Information Technology Concepts for Business _____
 ECON 2333 Macroeconomic Principles (Social & Behavioral Sciences) _____
 ECON 2433 Microeconomic Principles _____

To matriculate in the upper division business curriculum, students must have completed all nine (27 semester hours) of the business core courses listed above (with an overall GPA of 2.2) and have completed an additional 15 hours in the university core.

PROFESSIONAL WRITING FOR BUSINESS 3 semester hours:
 ENGL 2223 _____

PROFESSIONAL BUSINESS CORE⁵ 27 semester hours:
 MIS 3003 Management Information Systems _____
 MGMT 3013 Organizational Behavior _____
 BUAD 3033 Business & Economic Statistics _____
 LSBA 3233 Legal & Ethical Environment of Business _____
 International Component⁶ _____
 MGMT 3453 Operations Management _____
 MKTG 3723 Principles of Marketing _____
 FINC 3733 Business Finance _____
 MGMT 4853 Strategic Management⁷ (Graduating Seniors only!) _____

APPROVED ELECTIVES⁸ to reach a total of 120 hours:

COURSES FOR MAJOR IN MARKETING 27 semester hours:
 MKTG 3763 Professional Selling _____
 MKTG 3823 Consumer Behavior _____
 MKTG 4143 Marketing Research _____
 MKTG 4643 International Marketing¹⁰ _____
 MKTG 4753 Marketing Strategy _____
 3000-4000 level Elective from other Colleges _____
 3000-4000 level Dillard College Elective¹¹ _____

Plus two of the following courses, one of which **must** be MKTG 4203 or 4723:
MKTG 4203 Promotion Management _____
 MKTG 4223 Retailing _____
 MKTG 4303 Sales Management _____
 MKTG 4663 Special Topics in Marketing _____
MKTG 4723 Services Marketing _____
 MKTG 4893 Internship in Marketing _____
 MGMT 3783 Entrepreneurship and Management of Small Enterprises _____
 MIS 3203 Electronic Commerce _____
 BUAD 4993 International Issues in Business _____

I have read and understand that this is not an official record of work taken and that it does not supersede catalog requirements for which I am totally responsible.

Student signature _____ Date _____

Approvals:

Faculty Advisor _____ Department Chair _____ Dean _____

See back of page for endnotes and suggested course of study.

ADDITIONAL INFORMATION

This degree plan will be filed in accordance with Tex. Educ. Code Sec. 51.9685 and does not supersede catalog and admission requirements for the Dillard College of Business Administration. The student is held responsible for meeting all requirements of the catalog selected for graduation.

- 1 The **Life and Physical Sciences** requirement may be fulfilled by taking any two of the following courses, and their respective labs, if applicable: BIOL 1103, 1133, 1134, 1144, 1233, 1234, 1544, CHEM 1103, 1143, 1243, 1303, ENSC 1114, GEOS 1134, 1234, GNCS 1104, 1204, PHYS 1144, 1244, 1533, 1624, 2644.
- 2 The **Language, Philosophy and Culture** requirement may be fulfilled by taking one of the following courses: ENGL 2413, 2613, FREN 1134, GERM 1134, HIST 1333, 1433, PHIL 1033, 2033, SPAN 1134.
- 3 The **Creative Arts** requirement may be fulfilled by one of the following courses: ART 1413, MCOM 2213, MUSC 1033, 2733, THEA 1503, 2423.
- 4 The **Cultural and Global Understanding** requirement may be fulfilled by one of the following courses: EDUC 2013, FREN 1234, GERM 1234, LATS 2503, MCOM 1233, 2523, MUSC 2733, POLS 2523, SOCL 2233, SPAN 1234, WGST 2503.
- 5 Students must complete all nine (27 semester hours) of the **Professional Business Core** with an overall GPA of 2.0 in those courses.
- 6 The **International Component** requirement may be fulfilled by one of the following courses: ECON 4643, 4723, MGMT 3353, MKTG 4643, BUAD 4993, POLS 4333, 4653.
- 7 The MGMT 4853 Strategic Management course is restricted to graduating seniors and must be taken during the student's final semester.
- 8 Approved electives may be upper or lower division courses from any college on campus, and must be approved by the student's advisor. Developmental courses and EXPH activity courses cannot be counted as electives.
- 9 In order to matriculate in the upper division business curriculum, students must complete the DCOBA Admissions Application to be admitted. Additionally, students must complete all nine (27 semester hours) of the business core courses with an overall GPA on those courses of 2.2, and have completed an additional 15 hours in the university core.
- 10 If the MKTG 4643 International Marketing course fulfills a requirement in the major, then it cannot fulfill the International Component.
- 11 The 3000-4000 level Dillard College Elective will be required if MKTG 4643 fulfills the International Component.

NOTE: By completing the Business Core courses, the following Core Curriculum requirements have also been satisfied: Communication, Mathematics, Social & Behavioral Sciences, and Component Area Option – Undergraduate Inquiry & Creativity.

SUGGESTED PROGRAM OF STUDY

Freshman year, first semester

ENGL/SPCH 1103 Intro. to Communications	3
MATH 1203 Math Analysis for Business	3
BUAD 1033 Foundations of Business	3
POLS 1333 American Government	3
Creative Arts	<u>3</u>
SEMESTER HOURS	15

Freshman year, second semester

ENGL 1123 Rhetoric & Composition	3
ACCT 2143 Financial Accounting	3
MIS 2003 Info. Tech. Concepts for Business	3
ECON 2333 Macroeconomics	3
POLS 1433 American Government	<u>3</u>
SEMESTER HOURS	15

Sophomore year, first semester

ACCT 2243 Managerial Accounting	3
ECON 2433 Microeconomics	3
Language, Philosophy & Culture	3 to 4
HIST 1133 American History to 1865	3
Science	<u>3 to 4</u>
SEMESTER HOURS	15 to 17

Sophomore year, second semester

ENGL 2223 Professional Writing for Business	3
MKTG 3723 Principles of Marketing	3
Science	3 to 4
CAO Cultural & Global Understanding	3 to 4
HIST 1233 American History since 1865	<u>3</u>
SEMESTER HOURS	15 to 17

Junior year, first semester

MKTG 3763 Professional Selling	3
BUAD 3033 Business & Economic Statistics	3
MIS 3003 Management Information Systems	3
MGMT 3013 Organizational Behavior	3
LSBA 3233 Legal & Ethical Environment of Bus.	3
SEMESTER HOURS	15

Junior year, second semester

MKTG 4643 International Mtkg or Dillard Elec	3
MKTG 3823 Consumer Behavior	3
FINC 3733 Business Finance	3
Non-Business Courses Elective	3
MKTG Elective	3
SEMESTER HOURS	15

Senior year, first semester

MKTG 4143 Marketing Research	3
MKTG Elective	3
MGMT 3453 Operations Management	3
International Component	3
Approved Elective (if needed)	<u>3</u>
SEMESTER HOURS	15

Senior year, second semester

MKTG 4753 Marketing Strategy	3
MKTG Elective	3
MGMT 4853 Strategic Management	3
Approved Elective (if needed)	<u>3 to 6</u>
SEMESTER HOURS	12 to 15

For additional information, contact an academic advisor or visit our web page: www.mwsu.edu/academics/business/