

**BBA DEGREE (2002-03 CATALOG)
MARKETING MAJOR**

LOWER DIVISION

<u>YEAR</u>	<u>FALL SEMESTER</u>			<u>SPRING SEMESTER</u>		
	<u>COURSE</u>	<u>CR HRS</u>	<u>GRADE</u>	<u>COURSE</u>	<u>CR HRS</u>	<u>GRADE</u>
Freshman	ENGL 101	3	_____	ENGL 102	3	_____
	PHIL or RELN ♥	3	_____	FINE ARTS ♥	3	_____
	LAB SCIENCE ♥	4	_____	LAB SCIENCE ♥	4	_____
	HISTORY ♥	3	_____	<u>MATH 121 or 151</u>	3	_____
	<u>ITEC 100</u>	<u>3</u>	_____	SOC & BEH SCIENCE ♥	<u>3</u>	_____
		16			16	
Sophomore	<u>ACTG 211</u>	3	_____	<u>ACTG 212</u>	3	_____
	<u>STAT 205 or 208 or 211</u>	3	_____	<u>ECON 106</u>	3	_____
	<u>ECON 105</u>	3	_____	SOC & BEH SCIENCE ♥	3	_____
	<u>BLAW 203</u>	3	_____	COMM 114 or 337	3	_____
	HUMANITIES !	<u>3</u>	_____	Lifestyle Development ♥	<u>3</u>	_____
		15			15	

UPPER DIVISION

CHECK COURSE PREREQUISITES (see NOTE below)

Junior	ECON 340	3	_____	MKTG 350	3	_____
	MGNT 322	3	_____	MGNT 327	3	_____
	MKTG 340	3	_____	Required Major Course **	3 (see below)	_____
	FINC 331	3	_____	Required Major Course **	3 (see below)	_____
	MGNT 333	<u>3</u>	_____	Elective (see ♪ below)	<u>3</u>	_____
		15			15	
Senior	MKTG 445	3	_____	MGNT 428	3	_____
	MKTG 446	3	_____	Elective (see ♪ below)	3	_____
	Required Major Course **	3 (see below)	_____	Elective (see ♪ below)	3	_____
	Required Major Course **	3 (see below)	_____	Elective (see ♪ below)	3	_____
	Elective (see ♪ below)	<u>3</u>	_____	Non-business Elective	<u>1</u>	_____
		15			13	

! General education requirement. Choose from: CLSS 210, CLSS 220, ENGL 201, ENGL 202, or ENGL 203.

♥ See 2002-03 catalog for specific courses (pp. 52-57).

** Students must select **four** courses from the following: MKTG 341, MKTG 342, MKTG 343, MKTG 344, MKTG 360, MKTG 440, MKTG 444, MKTG 452, MKTG 471, MKTG 490, MGNT 323.

♪ This elective may be **ANY** business or non-business course for which you are eligible if you've taken all of your courses at RU. However, if you transferred to RU with an AS, AA, or AA&S degree, please check to make sure you've met the 50% non-business requirement before selecting this elective.

NOTE: Scheduling difficulties may preclude a student from taking courses in exactly the sequence shown here. If courses are taken outside this sequence, care must be exercised to ensure that all course prerequisites are met. Course prerequisites are listed in the Catalog course descriptions.

Before being admitted to a business major, all students pursuing the B.B.A. degree must complete the pre-business program (refer p. 111 of the 2002-03 undergraduate catalog) and have a minimum 2.0 GPA in the eight lower-division business and economics courses designated in the "boxes" above.

120 credit hours is the minimum to meet graduation requirements

- A 2.0 minimum is required in both the major and cumulative gpa to meet graduation requirements. The major gpa is computed using the following classes: business core, ECON 105 & 106, and the required courses for this major.
 - **BUSINESS CORE:** BLAW 203, ACTG 211 & 212, ECON 340, FINC 331, MGNT 322, MGNT 327, MGNT 333, MGNT 428, & MKTG 340.
 - At least 45 hours must be taken at Radford University to be eligible for graduation, with 30 of the last 39 hours taken at RU.
 - 50% of the semester hours required for the major (as defined by the department) must be taken at RU.
- 50% NON-BUSINESS POLICY** – All business majors are required to take at least 50% of the number of hours required for this degree in non-business courses. (ECON 105 & 106, ECON 340, STAT 205/208/211, and MGNT 333 count as non-business courses).