





**Bachelor of Science in Business Administration (BSBA) 126 Hours**  
 THIS FORM VALID FOR 2012-2013 CATALOG  
**Upper Level Business and Major Classes**  
**Marketing (page 2)**

Name:	Date:	Hours:
ID:	Multicultural:	GPA:
Major:	Minor:	2 <sup>nd</sup> Major:

**Junior Senior Business Electives (15 hours) No more than 27 hours total in MKTG courses and no more than 6 hours toward any business minor may be used in the major.**

Classes	Hours	Grades	Notes

**Senior Capstone Course (6 hours)**

WCOB 3016 Business Strategy & Planning			
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Marketing Major (24 hours)	Hours	Grades	Notes and Substitutions
1. MKTG 3433 Intro to Marketing Strategy*			
2. MKTG 3553 Consumer Behavior			
2. MKTG 3633 Marketing Research			
3. MKTG 4853 Marketing Management*			*Pre-Req: MKTG 3553 and MKTG 3633
<b>Select 12 hours from the following:</b>			
MKTG 4103 Marketing Topics			
MKTG 4233 Integrated Marketing Comm			
MKTG 4343 Selling and Sales Mgmt.			
MKTG 4433 Retail Strategy			
MKTG 4443 Retail Buying & Merchandise			
MKTG 4633 Global Marketing			

\*MKTG 3433 is a pre-requisite to ALL other MKTG classes.