

Name:	Date:	Hours:
ID:	Multicultural:	GPA:
Major:	Minor:	2 nd Major:

Pre-Business Core (34 hours) Courses in italics also fulfill state minimum core requirements.	Hours	Grade	Notes and Substitutions
<i>ENGL 1013 Composition I</i>			
<i>ENGL 1023 Composition II</i>			
<i>MATH 2053 Finite Math</i>			
<i>ECON 2013 Macroeconomics</i>			
<i>ECON 2023 Microeconomics</i>			
MATH 2043 Survey of Calculus			
COMM 1313 Public Speaking			
ISYS 1123 Business Application Knowledge			
WCOB 1111 Business Connections			
WCOB 1033 Data Analysis and Interpretation			
ACCT 2013 Accounting I (B or better for ACCT major or minor)			
ACCT 2023 Accounting II* or MGMT 2053 Business Foundations			
Pre-Business requirement: These 34 hours must be completed with a GPA of 2.50 (including transfer), an overall GPA of 2.5 (including transfer), and a grade of "C" or better in each course before a student is allowed to take upper-division business courses. The pre-business GPA is not used to meet any UA requirements such as academic standing, scholarships, or graduation. *Students intending to pursue a major or minor in accounting or finance must complete ACCT 2023.			
On-campus students may take up to 35% online and self-paced online courses for degree credit. Only 2 courses (8 hours) of online may be taken in the first 30 hours. Thereafter, 12 hours of online classes are allowed per academic year. Transfer students may not exceed 35% of online and self-paced online courses for their total remaining hours after transfer work is posted.			

Business Core (21 hours) MGMT 3013 requires a "C" or better in all other business core courses.	Hours	Grade	Notes and Substitutions
BLAW 2013 The Legal Environment of Business			
ISYS 2103 Business Information Systems			
SCMT 2103 Intro to Supply Chain Management			
MGMT 2103 Managing People and Organizations			
FINN 3043 Principles of Finance			
MKTG 3433 Intro to Marketing			
MGMT 3013 Strategic Management			

State Minimum Core (20 hours)	Hours	Grade	Notes and Substitutions
<i>Natural Science Lecture</i>			
<i>Matching Natural Science Lab</i>			
<i>Natural Science Lecture</i>			
<i>Matching Natural Science Lab</i>			
<i>Social Science</i>			
<i>Fine Arts</i>			
<i>Humanities</i>			
<i>U.S. History or Government</i>			

General Education Electives (9 hours) No more than 6 hours of business courses, no remedial courses, and no more than 3 hours of PEAC or DANC courses	Hours	Grade	Notes and Substitutions

Name:	Student ID:
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Junior Senior Business Electives (15 hours) Maximum of 27 hours of MKTG courses in department (core, major, elective). More than 27 hours allowed if the extra courses are part of interdisciplinary minor or collateral track.

Classes	Hours	Grades	Notes and Substitutions

A junior senior business elective is any 3000 or 4000 level business course (ACCT, BLAW, ECON, FINN, ISYS, MGMT, MKTG, RETL, SCMT, RETL) **except ECON 3053, WCOB 3043, and MGMT 3563.**

Walton College majors cannot take MGMT 3563, ECON 3053, or ECON 2143 for degree credit.
WCOB 2063, **WCOB 3043**, and FINN 1003 can be taken for **general education elective credit only.**

Marketing Major (21 hours) <i>Students may not use more than six hours of major courses toward minor requirements.</i>	Hours	Grades	Notes and Substitutions Unless otherwise indicated, all the following Marketing classes require MKTG 3433 in addition to the listed pre-requisites.
MKTG 3553 Consumer Behavior			
MKTG 3633 Marketing Research			
MKTG 4853 Marketing Management*			
Select 12 hours from the following:			
MKTG 3653 Category Management Topics			
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 4453 New Product Development			
MKTG 4513 Nonprofit Marketing			
MKTG 4453 New Product Development			
MKTG 4633 Global Marketing			

*MKTG 4853 requires both MKTG 3553 and MKTG 3633.

** MKTG 4103, Marketing Topics (May take up to six hours from two different topics)