

# BACHELOR OF SCIENCE IN MARKETING

Student Name \_\_\_\_\_

Catalogue Year 2021 - 2022

## GENERAL EDUCATION CORE

### INTERDISCIPLINARY STUDIES (1-5 SH)

MUJ 1100 (2) \_\_\_\_\_  
 MUJ 2200 (1) \_\_\_\_\_  
 MUJ 3300 (1) \_\_\_\_\_  
 IDS 2100 (1) \_\_\_\_\_

### COMPUTER COMPETENCY (0-3 SH)

BUS 1700 or CSC 1000 \*\*\* (0-3) \_\_\_\_\_  
 (Must be satisfied before completing 60 s.h.)

### COMMUNICATIONS (6-12 SH)\*

English Placement Score (*transfer students*) \_\_\_\_\_  
 ENG 1000 (if required) (3) \_\_\_\_\_  
 ENG 1010 (3) \_\_\_\_\_  
 ENG 1020 or 1040 (3) \_\_\_\_\_  
 ACL 1500,1510, 3540 or 3600\*\*\* (0-3) \_\_\_\_\_

### GLOBAL PERSPECTIVE ELECTIVE (3 SH)

\*\*Choose one approved course (3) \_\_\_\_\_  
 (see page 2)

### HUMANITIES (9 SH)

Literature (no ENG 1020 or 3620) (3) \_\_\_\_\_  
 History \_\_\_\_\_ (3) \_\_\_\_\_  
 Religion \_\_\_\_\_ (3) \_\_\_\_\_

### FINE ARTS APPRECIATION (3 SH)

ARH 1510, 2530, 2540, MUS 1510, 1520, 1600, 1610,1110-1120  
 THE 1620-1630 or 3 s.h. applied MUS/THE (3) \_\_\_\_\_  
 ensemble

### MATHEMATICS (3-6 SH)

MAT 1015 (if required) (3) \_\_\_\_\_  
 MAT 1050/1100 (or higher, except 1060 or 2060)  
 \_\_\_\_\_ (3) \_\_\_\_\_

### NATURAL SCIENCES (6-8 SH) Students will not receive

General Education Credit for both SCI1410 and GLY 1600;  
 SCI 1420 and BIO 1530; or SCI 1430 and CHE 1510  
 \_\_\_\_\_ (3/4) \_\_\_\_\_  
 \_\_\_\_\_ (3/4) \_\_\_\_\_

### SOCIAL SCIENCE (3 SH) - ECO, PSC, PSY or SOC

\_\_\_\_\_ (3) \_\_\_\_\_

### WELLNESS (2-3 SH)

WEL 1010 and (1) \_\_\_\_\_  
 WEL 2010 or 2350 or (1) \_\_\_\_\_  
 WEL 2180 or PXS 2900 (3) \_\_\_\_\_

### LIBERAL ARTS ELECTIVE (3 SH)

Choose one approved course (see p. 2) (3) \_\_\_\_\_

### LIBRARY COMPETENCY COMPLETED

(Must be satisfied before completing 60 s.h.) \_\_\_\_\_

**TOTAL 39-54 SH**

## REEVES SCHOOL OF BUSINESS

### FOUNDATION CORE (18 SH)

ACC 1510 (3) \_\_\_\_\_ ECO 1510 (3) \_\_\_\_\_  
 ACC 1520 (3) \_\_\_\_\_ ECO 1520 (3) \_\_\_\_\_  
 BUS 1510 (3) \_\_\_\_\_ MKT 1510 (3) \_\_\_\_\_

### PROFESSIONAL CORE (12 SH)

BUS 2160 (3) \_\_\_\_\_ BUS 3520 (3) \_\_\_\_\_  
 BUS 3320 (3) \_\_\_\_\_ BUS 4700 (3) \_\_\_\_\_

### MARKETING (21 SH)

MKT 4000 (3) \_\_\_\_\_ MKT 4550 (3) \_\_\_\_\_

Plus 15 sh of any 3000/4000 level MKT courses, or SMA 4230.

\_\_\_\_\_ (3) \_\_\_\_\_  
 \_\_\_\_\_ (3) \_\_\_\_\_  
 \_\_\_\_\_ (3) \_\_\_\_\_  
 \_\_\_\_\_ (3) \_\_\_\_\_  
 \_\_\_\_\_ (3) \_\_\_\_\_

### ADDITIONAL COURSE REQUIREMENTS TO MEET 124 SH

Electives \_\_\_\_\_ ( ) \_\_\_\_\_

An elective course for any Reeves School of Business major may only be used to meet the requirements of one major.

A required class in any Reeves School of Business major may not be used as an elective for another Reeves School of Business major.

### GRADUATION REQUIREMENTS

1. Minimum 124 semester hours to graduate.
2. 16 semester hours in residency for associate's degrees.  
31 semester hours in residency for bachelor's degrees.
3. GPA of 2.000 or higher required overall and in the major.
4. Errors contained on this checksheet do not release the student from meeting the graduation requirements as stated in the Academic Catalogue.

**Some General Education core requirements may be filled in the major. Consult Academic Catalogue and Advisor for specific options.**

\*\*\*Students who pass a competency test (administered on a pass/fail basis at no charge) for ACL 1510 and/or CSC 1000 will not be required to take the class for which a test is passed. Passing a competency test will not give a student a grade or the equivalent semester hours for taking the respective course(s), but will satisfy the respective General Education ACL and/or CSC requirement(s). Students are permitted one single attempt to pass a CSC 1000 and/or ACL 1510 competency test.

\*\*\*The Global Perspective Elective can be met by taking a minimum of 3 s.h. from:

Foreign Language  
Study Abroad (IDS 3550/4550)

International Internship

ACC 4620 International Accounting (Study Abroad)

ACL 3600 Intercultural Communication

ARH 2530 Survey of Art History I

BUS 3310 Fundamentals of International Business

BUS 3330 International Business Experience (Study Abroad)

BUS/LAW 4850 Special Topics: International Law (Study Abroad)

ECO 4200 Comparative Economic Systems

ECO 4520 International Trade and Finance

ECO 4650 Economic Growth and Development

ENG 2950/3950 Study Abroad in English

ENG 3420 Women's Literature

ENG 3520 Global Perspective in Literature

ENG 3710 Chaucer

ENG 3730 Literature of Medieval England

ENG 3740 Shakespeare

ENG 3920 Victorian Literature (formerly 19th Century British Literature)

ENG 4020 Modernist Literature

ENG 4030 Contemporary Literature

ENG 4170 Jane Austen & Literature

ENG 4180 Charles Dickens & Literature

ENG 4850 Special Topics: Wales & London (Study Abroad)

ENM/LAW 2510 Caribbean Environmental Mgmt & Law (Study Abroad)

ENP 3300 International Entrepreneurship

GEO 2520 Regional Geography

HIS 1030 World History I

HIS 1040 World History II

HIS 2150 Barbarian Invasions

HIS 2170 Race, Ethnicity, and Global Perspective

HIS 2200 World War II

HIS 3010 Modern Asian History

HIS 3050 Islam and the Islamic World

HIS 3250 Modern History

HIS 3310 Topics in Latin American History

HIS 3700 Contemporary World History

HIS 3850 Special Topics: Medieval Britain

HIS 4110 Modern Russia

LAN 3200 Introduction to Linguistics

LSS 2850 Special Topics in Leadership: Ultimate Journey

MKT 4100 Global Marketing

PSC 1080 Politics and Sport

PSC 2270 Comparative Politics

PSC 3470 American Foreign Policy

PSC 3510 International Relations

PSC 4010 European Politics

PSC 4020 Middle East Politics

PSC 4040 Politics in East Asia

PSC 4050 Latin American Politics

PSC 4400 International Organizations

PSC 4510 International Political Economy

REL 1030 Introduction to Religion

REL 1070 Religion and Film

REL 1500 Religions of Asia

REL 1510 Monotheistic Religions

REL 2010 Survey of Hebrew Bible

REL 2020 Survey of the New Testament

REL 3020 Jesus and the Gospels

REL 4040 Myth and Culture

REL 4050 Early Christianity

REL 4060 Reformation Europe

SOC 2530 Global Social Problems

SOC 2560 Cultural Anthropology

**Liberal Arts Electives:**

1. The Liberal Arts Elective includes courses in the following areas designated as Liberal Arts in the catalogue: Fine Arts, Humanities (ENG, HIS, GEO, PHI, REL, or WRI), Mathematics (MAT), Computer Science (CSC), Natural Science (BIO, CHE, GLY, PHY, or SCI), Foreign Language (FRE, GER, GRK, SPA, or LAN), Social Science (ECO, PSC, PSY, or SOC), and WST 2000. Only the following courses are Liberal Arts Electives for Fine Arts: ARH 1510, 2530, 2540, 3530, 3540; MUS 1510, 1520, 1600, 1610; THE 1620, 1630, 3620, 3650, or 3 hours in applied music/ensemble or theatre ensemble.
2. The Liberal Arts Elective may not be fulfilled by any course with a prefix within the department sponsoring a declared major, minor, or concentration of the student. For example, a computer science or computer information technology major must fulfill the Liberal Arts Elective requirement by taking a course with a prefix other than CSC, and a performing arts major must fulfill the Liberal Arts Elective requirement by taking a course with a prefix other than MUS or THE.
3. Courses in areas listed above that emphasize professional preparation and pedagogy cannot be used to fulfill the Liberal Arts Elective. The following courses are not Liberal Arts Electives: LAN 2600, LAN 3300, MAT 1060, and MAT 2060.
4. Developmental courses cannot be used to fulfill the Liberal Arts Elective. The following courses are not Liberal Arts Electives: ENG 1000; ESL 0910, 0920, 0960, 0970, 1210, 1220; and MAT 1005 and 1015.
5. Courses that fulfill the General Education curriculum outside the Liberal Arts Elective may not be used to fulfill the Liberal Arts Elective. The following courses are not Liberal Arts Electives: CSC 1000, ENG 1010, ENG 1020, and ENG 1040.
6. Special Topics courses may not be used to fulfill the Liberal Arts Elective.
7. Courses considered to be capstone courses by any program may not be used to fulfill the Liberal Arts Elective.

**Errors contained on this checksheet do not release the student from meeting the graduation requirements as stated in the Academic Catalogue.**