Advisement Sheet

B. S. in Business Economics
Marketing Track
Catalog Year 2016

Student Name ___________________________________________ Student ID Number _________________________

Catalog Year ________________ Phone ____________________ Email _________________________________

This guide assists in planning your program of study. Consult with your advisor every term. Courses are not available every semester. Failure to complete a course with an acceptable grade will delay program completion. Each course may meet only one requirement.

<table>
<thead>
<tr>
<th>Area A - Essential Skills</th>
<th>9 hours</th>
<th>Area B - Institutional Options</th>
<th>5 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 1101/1101H</td>
<td>______</td>
<td>One course selected from:</td>
<td>______</td>
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<tr>
<td>ENGL 1102/1102H</td>
<td>______</td>
<td>ETHICS &amp; VALUES</td>
<td>______</td>
</tr>
<tr>
<td>MATH 1111/1113/1161/1161H</td>
<td>______</td>
<td>One course selected from:</td>
<td>______</td>
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</tbody>
</table>

Global Perspectives
One course selected from:
ANTH 1150, CHEM 2200, CRJU 2010, ECON 1150,
ENGL 2050, EURO 2000, FREN/GRMN/SPAN 1002,
GEOL 1100, 2120, GNST 2200, HIST 1111, 1112/1112H, 2100, HLPR 2010, HONS 2000, POLS 1150, 2290,
PSYC 2300, RELI 2100, SOCI 2000

Area C - Humanities and Fine Arts
One course selected from:
ENGL 2100, PHIL 2010, 2030,
FREN/GRMN/SPAN 2001, 2002

One course selected from:
ARTS 1100, 1270, 2710, 2720,
MUSC 1100, 1270,
THEA 1100, 1200, 2410

Area D - Science, Math, and Technology
One course selected from (lab required):
BIOL 1103, 1107/L, 1107H/L, CHEM 1151/L, 1211/L,
GEOL 2010H, PHSC 1211/L, PHYS 1111K, 2211K,
SCIE 1212/L

One course selected from (lab not required):
ASTR 1010, 1020, BIOL 1103/L, 1107/L 1108/L, 1120, 1130, 1140, CHEM 1151/L, 1152/L, 1211/L, 1212/L, ENGR 1112,

Area E - Social Sciences
12 hours

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12 hours
HIST/POLS 2001/HIST 2001H
One course selected from:
HIST 1111/1111H, 1112/1112/H

Area F- Related to program of study
18 hours

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18 hours
ACCT 2101
ACCT 2102
BUS 2106

Physical Education
3 Hours

First Year Seminar (1 Hour)

Major Field Exit Exam

Total credit hours required:
Catalog Year 2012-2013 and earlier 123 Hours
Catalog Year 2013-2014 and later 124 Hours

MATH 2200

Revised December 2016
Major Field Courses 39 hours

ECON 3230 Finance
ECON/MKTG 3800 Quant Marketing Research (spring)
ECON/MGMT 3220 Management
MGMT 4111 Entrep. Or MGMT 4800 Small Business Consulting
MKTG 3210 Marketing

Choose one six-hour macro/micro sequence:

ECON 3050 Intermediate Macro (spring) and ECON 3060 Intermediate Micro (fall)
ECON 3050 Intermediate Macro (spring) and ECON 3500 Managerial Economics (spring)
ECON 3300 Money and Banking (fall) and ECON 3060 Intermediate Micro (fall)

Twelve hours selected from:

MKTG 3350 Consumer Behavior
MKTG 4010 Special Topics in Marketing
MKTG 4020 Advanced Topics in Marketing
MKTG 4150 Digital Marketing
MKTG 4250 Advertising Strategy
MKTG 4350 International Marketing

Six hours of upper level economics, 3000 and above:

ECON
ECON (no more than three hours of ECON 3950, 4450, and 4520)

Related Field Courses 15 hours

COMM 2280 Speech Communication
ENGL 3720 Business and Technical Communication
MATH 1161 Calculus I or MATH 1950 Applied Math for Non-Science Majors
PHIL 2030 Introduction to Ethics and Moral Issues

Three hours selected from:

COMM 3050 Interpersonal & Small Group Comm.
COMM 3060 Public Relations
COMM 5050U Interpersonal Communications in the Workplace
COMM 5500U Communication between the Genders
ENGL 5700U Professional Writing
ENGL 5710U Writing for the Non-Profit Sector
ENGL 5740U Technical Editing
ENGL 5750U Publication Design

Electives: 6 hours

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