

Catalog Requirements for BBA: Marketing

Valid for Catalog Years Fall 2010—Spring 2018
Expires Summer 2024

Name: _____

WIN: _____

Advisor: _____

Date: _____

Core University Requirements (12 hours):

- EN101 Freshman Composition
 - MA116 College Algebra
 - WU101/HN101 Washburn Experience*
 - EN300 Advanced Composition
- *WU101/HN101 will be waived for any transfer student starting at Washburn with more than 24 hours of college credit completed.

Business Correlate Requirements (15 hours):

- CN150 Public Speaking
 - MA140 Statistics (*MA116)
 - MA141 Applied Calculus I (*MA116)
- Two out of the three of:
- AN112 Cultural Anthropology
 - PY100 Principles of Psychology
 - SO100 Introduction to Sociology

General Education Requirements: Consists of three different categories; humanities, natural sciences and social sciences. Only six hours from one discipline may be applied towards general education requirements.

Humanities (15 hours): 12 hours + CN150 correlate, must include three hours of Art, Music or Theater.

- AR/MU/TH _____ (3)
- _____ (3)
- _____ (3)
- _____ (3)

Natural Sciences (12 hours): 6 hours + MA140 and MA141, must include two separate disciplines other than math.

- _____ (3)
- _____ (3)

Social Sciences (15 hours): 9 hours + 6 hours of AN112/PY100/SO100 correlate.

- _____ (3)
- _____ (3)
- _____ (3)

Note: Business majors may not use EC100, EC200 or EC201 towards their social science hourly requirement.

Electives (minimum 7 hours):

We recommend BU101/115, CM101, Leadership courses, internships, study abroad, foreign languages, minors, etc.

- _____
- _____
- _____

***Please Note:** Prerequisite courses must be completed with a C or better. Students who advance enroll, then later do not complete the course with a C or better, must withdraw from any course that requires that prerequisite.

All required courses (core university, business correlate and AC/BU/EC courses) must be taken for letter grade and completed with a C or better.

Lower Division Core Requirements (18 hours):

- AC224 Financial Accounting (*EN101, MA116, 24 hrs)
- AC225 Managerial Accounting (*AC224, BU250 concurrent)
- BU250 Management Information Systems (*EN101, MA116, 24 hrs)
- EC200 Principles of Microeconomics (*MA116, 24 hrs)
- EC201 Principles of Macroeconomics (*MA116, EC200, 24 hrs)
- EC211 Statistics for Business & Economics (*MA116, MA140)

Admission to the School of Business: Students need to apply early in their junior year. To be eligible, students need a C or better in AC224, AC225, BU250, EC200, EC201, EC211, and MA141. Admission is required to enroll in all 400-level AC and BU courses and any AC/BU courses beyond 30 hours. 30 hours must be completed after admission.

Upper Division Core Requirements (21 hours):

- BU315 Legal Environment of Business (*EC200, EC201, 54 hrs)
- BU342 Organization & Management (*EC200, EC201, two out of three of AN112/PY100/SO100, 54 hrs)
- BU347 Production & Operations Management (*MA141, AC225, BU250, EC211, BU342, 54 hrs)
- Global Dynamic Requirement (choose one):
 - BU355 International Business (*AC225, EC200, EC201, 54 hrs)
 - BU477 International Finance (*BU381, Admission)
 - EC410 International Economics (*EC200, EC201, 54 hrs)
- BU360 Principles of Marketing (*EC200, EC201, 54 hrs)
- BU381 Business Finance (*MA141, AC225, BU250, EC211, 54 hrs)
- BU449 Strategic Management (*BU342, BU347, BU360, BU381, 88 hrs)

Marketing Emphasis (24 hours):

- BU362 Marketing Research (*BU360, EC211)
- BU364 Consumer Behavior (*BU360)
- BU471 Marketing Management (*BU360, Admission)
- Marketing Elective (choose one):
 - BU361 / BU363 / BU366 / BU368 / BU371 / BU473
- Upper Division AC/BU/EC _____ (3)
- Upper Division AC/BU/EC _____ (3)
- Upper Division AC/BU/EC _____ (3)
- Upper Division AC/BU/EC _____ (3)

This worksheet does not replace processing a degree audit which is a more thorough examination of requirements completed and those that are still needed. This is especially true in regard to transfer credit evaluations when typically only limited information is available.

Degree Completion Plan for BBA: Marketing

Valid for catalog years: Fall 2010—Spring 2018

Following this recommended schedule ensures BBA degree completion in four years. This worksheet does not replace processing a degree audit which illustrates the completion of specific degree requirements on an individualized basis.

Name: _____

WIN: _____

Advisor: _____

Date: _____

Freshman Year: (30 hours)

First Semester-15 hours

_____ WU101/HN101 Washburn Experience
_____ EN101 Freshman Composition
_____ MA116 College Algebra
_____ AN112/PY100/SO100—1st choice
_____ General Education or Elective _____

Second Semester-15 hours

_____ CN150 Public Speaking
_____ AN112/PY100/SO100—2nd choice
_____ MA141 Applied Calculus I
_____ General Education or Elective _____
_____ General Education or Elective _____

*WU101/HN101 will be waived for any transfer student starting at Washburn with more than 24 hours of college credit completed.

Sophomore Year: (60 hours)

Third Semester-15 hours

_____ AC224 Financial Accounting
_____ BU250 Management Information Systems
_____ EC200 Principles of Microeconomics
_____ MA140 Statistics
_____ General Education or Elective _____

Fourth Semester-15 hours

_____ AC225 Managerial Accounting
_____ EC201 Principles of Macroeconomics
_____ EC211 Statistics for Business and Economics
_____ General Education or Elective _____
_____ General Education or Elective _____

Apply for Admission to the School of Business. Requires: Completion of 54 hrs, 2.0 cumulative GPA, MA141, AC224, AC225, BU250, EC200, EC201 and EC211 completed with a C or better.

Junior Year: (90 hours)

Fifth Semester-15 hours

_____ BU342 Organization & Management
_____ BU360 Principles of Marketing
_____ BU381 Business Finance
_____ EN300 Advanced Composition
_____ General Education or Elective _____

Sixth Semester-15 hours

_____ BU362 Marketing Research
_____ BU364 Consumer Behavior
_____ BU355 / BU477 / EC410 Global Dynamics Requirement
_____ BU315 Legal Environment of Business
_____ General Education or Elective _____

Senior Year: (120 hours)

Seventh Semester— 15 hours

_____ BU471 Marketing Management
_____ Marketing Elective (see list)
_____ BU347 Production & Operations Management
_____ Upper Division AC/BU/EC
_____ General Education or Elective _____

Eighth Semester-15 hours

_____ Upper Division AC/BU/EC
_____ Upper Division AC/BU/EC
_____ Upper Division AC/BU/EC
_____ BU449 Strategic Management
_____ General Education or Elective _____

Summer Session: (4 hours)

(may be completed at any point in the 4 year schedule)

_____ General Education or Elective (Internship?)

Specific Rules to Follow:

- Keep in mind, 100 level courses should be completed before 200-level, which should be completed before 300-level, which should be completed before 400-level courses.
- All required courses must be taken for letter grade and completed with a C or better. These include all courses used to meet correlate, core, and major-specific requirements.
- Prerequisite courses must be completed with a C or better. Students who advance enroll, then later do not complete the prerequisite course with a C or better must withdraw from any course that requires that prerequisite.

Students are strongly encouraged to further enhance their business degree by completing programs such as:

_____ Washburn Transformational Experience
_____ Study Abroad _____ Minor in _____
_____ Honors _____ Foreign Language
_____ Leadership _____ Community Service