

Degree Completion Plan for BBA: Marketing

Valid for catalog years: 2004-2009

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: (0-23 hours)

First Semester-15 hours

_____ EN101 Freshman Composition
(or CN150 Public Speaking)
_____ MA116 College Algebra
_____ AN112/PY100/SO100—need two
_____ General Education or Elective
_____ General Education or Elective

Second Semester-15 hours

_____ CN150 Public Speaking
(or EN101 Freshman Composition)
_____ AN112/PY100/SO100—2nd choice
_____ MA141 Applied Calculus I
_____ General Education or Elective
_____ General Education or Elective

Sophomore Year: (24-53 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: (54-87 hours)

Fifth Semester-15 hours

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

Sixth Semester-15 hours

_____ BU362 Marketing Research
_____ BU364 Consumer Behavior
_____ BU347 Production & Operations Management
_____ BU315 Legal Environment of Business
_____ General Education or Elective

Senior Year: (88+ hours)

Seventh Semester— 15 hours

_____ BU471 Marketing Management
_____ Marketing Elective
_____ Upper Division AC/BU/EC
_____ Upper Division AC/BU/EC
_____ General Education or Elective

Eighth Semester-15 hours

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

Summer Session – 8+ hours

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

_____ PE198 Lifetime Wellness
_____ General Education or Elective (Internship?)
_____ Washburn Transformation Experience*

Marketing Electives (choose one):

**BU361 Principles of Retailing / BU363 Promotion / BU366 Sales
BU466 International Marketing / BU473 Marketing Channels**

Specific Rules to Follow:

*Declaration of one of the four transformational areas (Leadership, Community Service, International Education, or Scholarly/Creative) is recommended at the start of the junior year. Please note, the WTE requirement is optional.

- 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 enroll during advance registration, then later do not complete the prerequisite course must withdraw from any course that requires that prerequisite.

Catalog Requirements for BBA: Marketing

Valid for Catalog Years 2004-2009
expires Summer 2016

This worksheet is provided to give students an outline of the requirements needed to complete a BBA degree from Washburn University. This worksheet should not be used to 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.

University Requirements (11+ hours):

- EN101 Freshman Composition
- MA116 College Algebra
- PE198 Lifetime Wellness
- EN300 Advanced Composition
- Washburn Transformational Experience* (WTE)
(choose from: Leadership, Community Service, International Education or Scholarly/Creative)

* The WTE requirement is optional for students who started WU prior to Fall 2006.

General Education Requirements

Humanities—12 hours + CN150, must include 3 hours of Art, Music or Theater

- AR/MU/TH _____
- _____
- _____
- _____

Natural Sciences—6 hours + MA140 and MA141, must include two separate fields.

- _____
- _____

Social Sciences—9 hours + 6 hours of AN112/PY100/SO100 correlate.

- _____
- _____
- _____

Only six hours from one discipline may be applied towards general education requirements.

Electives (minimum 11 hours)

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

- _____
- _____
- _____
- _____
- _____
- _____

Name: _____

WIN: _____

Advisor: _____

Date: _____

Correlate Requirements (15 hours)

- CN150 Public Speaking
- MA140 Statistics
- MA141 Applied Calculus I

Two out of the three of:

- AN112 Cultural Anthropology
- PY100 Principles of Psychology
- SO100 Introduction to Sociology

Lower Division Core Requirements (18 hrs)

- AC224 Financial Accounting
- AC225 Managerial Accounting
- BU250 Management Information Systems
- EC200 Principles of Microeconomics
- EC201 Principles of Macroeconomics
- EC211 Statistics for Business & Economics
- Admission to the School of Business

Upper Division Core Requirements (18 hrs)

- BU315 Legal Environment of Business
- BU342 Organization & Management
- BU347 Production & Operations Management
- BU360 Principles of Marketing
- BU381 Business Finance
- BU449 Strategic Management

Marketing Emphasis (24 hours):

- BU362 Marketing Research
- BU364 Consumer Behavior
- BU471 Marketing Management
- Marketing Elective _____
- Upper Division AC/BU/EC _____
- Upper Division AC/BU/EC _____
- Upper Division AC/BU/EC _____
- Upper Division AC/BU/EC _____

Marketing Electives (choose one):

**BU361 Principles of Retailing / BU363 Promotion / BU366 Sales
BU466 International Marketing / BU473 Marketing Channels**

Specific Rules to Follow:

- 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.
- Courses with prerequisites require that a student must complete the prerequisite course with a C or better. Students who enroll during advance registration, then later do not complete the pre-requisite course must withdraw from any course that requires that prerequisite.