

<u>Fifth Semester</u>	<u>Credits</u>		<u>Sixth Semester</u>	<u>Credits</u>
MKT 301 Fundamentals of Marketing #	(3)	<input type="checkbox"/>	MKT 420 Consumer Behavior	(4) <input type="checkbox"/>
MKT 351 Business, Society, & Govt (W) #	(3)	<input type="checkbox"/>	MKT 431 Marketing Research	(4) <input type="checkbox"/>
FIN 351 Introduction to Financial Mgmt #	(4)	<input type="checkbox"/>	OMS 311 Intro to Production Mgmt #	(3) <input type="checkbox"/>
MLR 321 Organizational Behavior #	(3)	<input type="checkbox"/>	IST 305 Info Tech for Competitive Advantage #	(3) <input type="checkbox"/>
ECN 302 Intermediate Microeconomics #	(3)	<input type="checkbox"/>	Arts & Humanities *	(3) <input type="checkbox"/>

<u>Seventh Semester</u>	<u>Credits</u>		<u>Eighth Semester</u>	<u>Credits</u>
MKT 464 Marketing Strategy	(4)	<input type="checkbox"/>	MLR 465 Mgmt Strategy & Policy # + (W)	(3) <input type="checkbox"/>
Marketing Elective	(4)	<input type="checkbox"/>	Marketing Elective	(4) <input type="checkbox"/>
Marketing Elective	(4)	<input type="checkbox"/>	Marketing or Other Business Elective	(3-4) <input type="checkbox"/>
BLW 411 Business Law & Ethics # (W)	(3)	<input type="checkbox"/>	Arts & Humanities *	(3) <input type="checkbox"/>
			Arts & Humanities *	(3) <input type="checkbox"/>

+ Students may **not** register for MLR 465 until **all** other Upper Division B.B.A. Core Requirements are completed. MLR 465 may **not** be taken concurrently with any other Upper Division Core Requirements.

# Counts as an Upper Division B.B.A. Core Requirement.

\* Students who elect to double-count Arts & Humanities courses with other Gen Ed requirements on the Lower Division checklist will need to take additional elective credit hours in these slots to reach the minimum **128** credits for graduation.

(W) Counts as a "Writing-Across-the-Curriculum" (WAC) course for university requirements (only if taken at CSU). Students must earn a grade of "C" or better in order to receive WAC credit.

**MARKETING ELECTIVES (minimum of 12 credit hours)**

MKT 321 International Business (4)	MKT 454 Online Marketing Strategies (4)
MKT 411 Retailing Strategy and Management (4)	MKT 456 Customer Relationship Management (4)
MKT 440 Field Experience Abroad (4)	MKT 461 Global Marketing Strategy (4)
MKT 441 Integrated Marketing Communications (4)	MKT 490 Marketing Internship (2-4)
MKT 450 Selling & Sales Force Management (4)	MKT 493 Current Topics (1-4)
MKT 452 Business-to-Business Marketing (4)	MKT 496 Independent Study (1-4)

**Marketing Major Requirements:** Students must take a minimum of 24 semester hours of Marketing courses beyond those included in the Upper Division B.B.A. Core (MKT 301 and MKT 351). In addition, the Marketing major requires completion of **three Marketing core** courses (MKT 420, MKT 431, and MKT 464) **plus** a minimum of 12 credit hours in electives (selected from list above).

A minimum grade of "C" or higher is required in **all** Marketing courses required of the Marketing Major; this rule does not apply to MKT 351, although a minimum grade of "C" is required in MKT 351 in order to earn WAC credit (see above). Before declaring a Marketing major, a grade of "C" or higher in MKT 301 must be earned. Marketing core courses in which a grade below "C" was earned **must** be repeated. Marketing elective courses in which a grade below "C" must either be repeated or substituted by completing a different elective.

**Student Name:** \_\_\_\_\_ **Student ID#:** \_\_\_\_\_

**Advisor:** \_\_\_\_\_ **Date:** \_\_\_\_\_