

MARKETING EMPHASIS
Suggested Four-Year Schedule
2012-2013 Catalog

Student:

Date:

Advisor:

Bear ID:

The Bachelor of Science in Business Administration degree requires a minimum of **120 hours** which includes: **60 hours of Business** coursework (**33 hours of Business Core**, **24 hours of Emphasis** courses and **3 hours of Business Elective** courses) and **60 hours of Non-Business** coursework which includes a minimum of **40 Non-Business hours designated as Liberal Arts Core (LAC)**. BA 150 (LAC 3c), BA 251 (LAC 7) and/or BACS 101 (LAC ELCT) may count as part of the 60 hour requirement for Non-Business coursework.

YEAR ONE			Sem. Hrs.	YEAR TWO			Sem. Hrs.
BACS 101	*(LAC ELCT) Business Computing		3	ENG 123	(LAC 1b) College Research Paper		3
ENG 122	(LAC 1a) College Composition		3	BAAC 220	Principles of Accounting I		3
	(LAC 3 - Arts & Humanities)		3	MATH 176	Topics in Calculus		3
	(LAC 6 - Sciences) (with Lab)		4	ECON 203	(LAC 5a) Principles of Macroeconomics		3
	(LAC 4 - History)		3	BAAC 221	Principles of Accounting II		3
ECON 205	(LAC 5a) Principles of Microeconomics		3	BAFN 231	Legal Environment of Business		3
MATH 124	(LAC 2) College Algebra		4	BAFN 291	Business Statistics I		3
PSY 120 or SOC 100 or PSY 265	(LAC 5c) Principles of Psychology or (LAC 5c) Principles of Sociology or (LAC 5c) Social Psychology		3		(LAC 6 - Sciences)		3
COMM 100	Basics of Public Speaking		1		(LAC 3 - Arts & Humanities)		3
COMM 101	Speaking Evaluation		2		(LAC 7 - International Studies)		3
	Non-Business Elective		1	BA 299	Professional Experience		0
Total			30	Total			30

YEAR THREE			Sem. Hrs.
BAFN 370	Business Finance		3
BACS 300	Information Systems		3
BAMG 350	Management of Organizations		3
BAMK 360	Marketing		3
BAFN 305	Intermediate Business Stats		3
BAMK 361	Consumer Behavior		3
BAMK 368	Marketing Analysis and Research		3
	(LAC 8 - Multicultural Studies)		3
	Non-Business Elective		3
	Marketing Emphasis Elective: Take three (3) semester credit hours from the following as: BAMK 364, 365, 366, 371; BAMK 461, 468, 469, 470, 495 (repeatable); BAMK 407 or BAMG 407		3
Total			30

YEAR FOUR			Sem. Hrs.
BAMG 456	Strategic Management		3
BAMK 464	Global Marketing Strategies		3
BAMK 490	Marketing Problems		3
BAFN 390	Operations Management		3
	Non-Business Elective		3
	Non-Business Elective		3
	Marketing Emphasis Electives: Take nine (9) semester credit hours from: BAMK 364, 365, 366, 371; BAMK 461, 468, 469, 470, 495 (repeatable); BAMK 407 or BAMG 407. At least six (6) hours of the above courses must be 400 level.		3
	Business Elective: Take three (3) semester credit hours from: BAAC 222, BACS 200, BA 205 or any 300/400 level course from any emphasis that is not counted in the Business Core, Required Emphasis, or Required Emphasis Electives. (BAAC 301, BAFN 302 and BAMG 356 may not be used.)		3
Total			30

Non-Bus. hrs. completed	LAC hrs. remaining	Non-Bus. hrs. remaining	Total Non-Bus. hrs. remaining
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***If a student fulfills the BACS 101 requirement by successfully passing the Computer Proficiency Exam, the student will choose an alternative 3 semester hours of Non-Business Elective credits in order to reach the 120 hours required for graduation.**

Computing Proficiency Exam: The College maintains a computing proficiency requirement as a prerequisite to certain business courses. It is expected that most students will demonstrate this proficiency as they enter the program. All students may demonstrate this competency through: a.) passing a stand-alone proficiency exam or; b.) completing an integrated proficiency exam and earning a satisfactory grade in BACS 101 Business Computing. To sign up for the exam, go to the following address: <http://www.mcb.unco.edu/Technology/CPE/>.

A student must attain a 2.0 or greater cumulative Business GPA, and at least a "C-" grade in each individual Business Administration Core course. A student who has attempted at least nine UNC credits in Business Administration courses must maintain a 2.0 grade point average in all Business courses. The following Business courses do **not** count in the Business GPA: BAFN 240, BAMK 260, BAAC 301, BAFN 302, and BAMG 356.

UNC's Grade Replacement Policy may be applied to Business courses during the student's undergraduate academic career. Please see <http://www.registrar.unco.edu/records/grades/gradereplacement.html> for details.

Note: Some students may qualify to apply for admission to a Business major or minor. These students include: Transfer students with at least 15 hours with a cumulative GPA of 2.5-2.99 and UNC students who have completed a total of 15 hours with a cumulative UNC GPA of 2.5-2.99. Students may apply with the administrative assistant in the school of their choice of emphasis located in Kepner Hall.

MCB COURSE PREREQUISITES: 2012-2013 CATALOG

Students must meet course prerequisites as stated in the **current** UNC catalog.
Check the catalog each semester you register to make certain you meet requirements.

BUSINESS CORE: 33 semester credit hours total

Take all courses in the following list. A grade of "C-" or better is required in each course.
A student may transfer a maximum of 12 semester credit hours of the Business Core to UNC.

Course #	Course Titles		Prerequisites	Course Titles
BA 299	Professional Experience		Consent of instructor Majors only	
BAAC 220	Principles of Accounting I		BACS 101 or CPE At least 24 credit hours completed	Business Computing (may be taken concurrently)
BAAC 221	Principles of Accounting II		BACS 101 or CPE BAAC 220 Sophomores or above	Business Computing Principles of Accounting I with minimum of "C-"
BAFN 231	Legal Environment of Business		None	
BAFN 291	Business Statistics I		BACS 101 or CPE MATH 124	Business Computing (may be taken concurrently) College Algebra
BACS 300	Information Systems		BACS 101 or CPE Majors/Minors only Juniors or above	Business Computing
BAFN 305	Intermediate Business Statistics		BACS 101 or CPE BAFN 291 MATH 176 or MATH 131 Majors/Minors only Juniors or above	Business Computing Business Statistics or Topics in Calculus Calculus I
BAMG 350	Management of Organizations		Juniors or above	
BAMK 360	Marketing		ECON 205 Juniors or above	Principles of Microeconomics (may be taken concurrently)
BAFN 370	Business Finance		BAAC 221 BAFN 291 ECON 203 ECON 205 Juniors or above	Principles of Accounting II Business Statistics I Principles of Macroeconomics Principles of Microeconomics
BAFN 390	Operations Management		BACS 101 or CPE BAFN 291 or STAT 150 Majors only & Juniors or above	Business Computing Business Statistics I Introduction to Statistical Analysis
BAMG 456	Strategic Management		BAFN 305 BAFN 370 BAMG 350 BAMK 360 Majors only Senior standing	Intermediate Business Statistics (may be taken concurrently) Business Finance Management of Organizations Marketing

MARKETING EMPHASIS: 24 semester credit hours total

Must be a Business major and a Junior or above.
A maximum of 9 semester credits in 300/400-level Required Emphasis Credits and Elective Emphasis Credits and Business Electives can be transferred from other four-year institutions.

Required Emphasis Courses: 12 semester credit hours

Take all courses in the following list. A grade of "C-" or better is required in each course.

Course #	Course Titles		Prerequisites	Course Titles
BAMK 361	Consumer Behavior		BAMK 360	Marketing
BAMK 368	Marketing Analysis and Research		BAFN 291 BAMK 360	Business Statistics (may be taken concurrently) Marketing
BAMK 464	Global Marketing Strategies		BAMK 360	Marketing
BAMK 490	Marketing Problems		BAFN 370 BAMK 361 BAMK 368 Marketing emphasis only Senior standing	Business Finance Consumer Behavior Marketing Analysis and Research

Required Elective Emphasis Courses: 12 semester credit hours

Take four courses from the 300/400 level with a minimum of two at the 400-level from the following list.
A grade of "C-" or better is required in each course.

Course #	Course Titles		Prerequisites	Course Titles
BAMK 364	Selling & Sales Management		BAMK 360	Marketing
BAMK 365	Advertising and Promotion		BAMK 360	Marketing
BAMK 366	Retailing		BAMK 360	Marketing
BAMK 371	E-Marketing		BAMK 360 <i>Recommended:</i> BACS 200	Marketing Web Design & Development
BAMK 461	Advertising Campaigns		BAMK 365 and/or Consent of instructor Juniors or above	Advertising
BAMK 468	Business-to-Business		BAMK 360	Marketing
BAMK 469	Supply Chain Management		BAMK 360	Marketing
BAMK 470	Direct Marketing		BAMK 360	Marketing
BAMK 495	Special Topics in Marketing		Consent of instructor Juniors or above	
BAMK/BAMG 407	Small Business Counseling		Consent of instructor	

Note: BAMK 495 Special Topics or any Executive Professor class may be substituted for a Marketing elective with the approval of the Director of the School of Management and Marketing.