

**B.S. in BUSINESS ADMINISTRATION
MARKETING EMPHASIS
Suggested Four-Year Schedule
2020-2021 Catalog**

Student:

Date:

Registration Date:

PIN:

The Bachelor of Science in Business Administration degree requires a minimum of **120 hours** which includes:
56 hours of Liberal Arts Core and supporting Courses and
**60 hours of Business coursework (30 hours of Business Core, 24 hours of Emphasis courses and 6 hours of Business Elective courses) and
Completion of additional credits to reach the 120 minimum credits; that will typically be 4 credits.**

YEAR ONE			Sem Hrs	YEAR TWO			Sem Hrs
BAMG 125	Taking Care of Business		3	BA 205 OR ENG 123	(LAC 1b) Business Communications OR College Research Paper		3
ENG 122	(LAC 1a) College Composition		3	BAAC 220	Principles of Accounting I		3
MATH 124	(LAC 2) College Algebra		4	MATH 176	Topics in Calculus		3
BACS 101	(LAC ELCT) Business Computing		3	ECON 203	(LAC 5a) Principles of Macroeconomics		3
	(LAC 3 - Arts & Humanities)		3		(LAC 8 - Multicultural Studies)		3
	(LAC 4 History)		3	BAAC 221	Principles of Accounting II		3
	(LAC 6 – Sciences)		3	BAFN 231	Legal Environment of Business		3
	(LAC 7 - International Studies)		3	STAT 150	(LAC 2) Intro to Statistical Analysis		3
ECON 205	(LAC 5a) Principles of Microeconomics		3	COMM 100	Basics of Public Speaking (LAC ELCT)		1
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	COMM 101	Speaking Evaluation (LAC ELCT)		2
					(LAC 3 - Arts & Humanities)		3
TOTAL			31	TOTAL			30

YEAR THREE			Sem Hrs	YEAR FOUR			Sem Hrs
BAMG 350	Management and Organizational Behavior		3	BAMG 390	Operations Management		3
BAMK 360	Marketing		3	BAMK 464	Global Marketing Strategies		3
BACS 300	Information Systems		3	BAMK 490	Marketing Strategies		3
BAFN 370	Business Finance		3		Marketing Emphasis Elective (<i>see back</i>)		3
BAFN 305	Intermediate Business Stats		3		Marketing Emphasis Elective (<i>see back</i>)		3
BAMK 361	Consumer Behavior		3	BAMG 456	Strategic Management		3
BAMK 368	Marketing Analysis and Research		3		(LAC 6 – Science with LAB)		4
	Marketing Emphasis Elective (<i>see back</i>)		3		Business Elective: Take six (6) semester credit hours from: BACS 200 or any 300/400 level course from any emphasis not counted in the Business Core, Required Emphasis, or Required Emphasis Electives. (BAAC 301, BAFN 302 and BAMG 356 may not be used.)		3
	Marketing Emphasis Elective (<i>see back</i>)		3				3
	University-Wide Elective		3		University-Wide Elective		1
TOTAL			30	TOTAL			29

ADDITIONAL REQUIREMENTS FOR BUSINESS STUDENTS

Professional Experience		Career Development Series	
1. Information Session	First Year	Etiquette Lunch/Dinner	First Year
2. Resume and Cover Letter Workshop	Second Year	Mocktails	Sophomore Status
3. Professionalism and Interviewing	Second Year	Networking Night	Junior Status
4. Professional Experience (<i>must be approved prior to its start date</i>)	Third/Fourth Year	Career and/or Internship Fair	Senior Status

Melissa Hoffman • Melissa.Hoffman@unco.edu • Kepner 1095 • mcb.unco.edu/professional-experience/important-dates.aspx

A student must attain a 2.0 or greater cumulative Business GPA, and at least a “C-” grade in Business Administration Core, Emphasis Core, Emphasis Electives and Business Electives.

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: BACS 180, 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.unco.edu/registrar/grades/grade-replacement.aspx> for details.

Note for Current UNC and Transferring Students: Applicants with at least a 3.0 cumulative GPA are admitted to the major automatically. 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 department of their choice of emphasis located in Kepner Hall.

Students may transfer 12 semester hours from the Business Core, 9 semester hours from the Emphasis Core and Emphasis Electives and 6 semester hours from Business Electives.

MCB UNDERGRADUATE COURSE PREREQUISITES: 2020-2021 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.
A grade of "C-" or better is required in all business courses

BUSINESS CORE: 30 CREDIT HOURS

Take all courses in the following list.
A student may transfer a maximum of 12 semester credit hours of the Business Core to UNC

Course #	Course Titles	Prerequisites	Course Titles
	Professional Experience	1. Information Session 2. Resume & Cover Letter Workshop 3. Professionalism & Interviewing Workshop	Professional Experience must be pre-approved by Professional Experience Coordinator Melissa.Hoffman@unco.edu
BAAC 220	Principles of Accounting I	BACS 101 At least 24 credit hours completed	Business Computing with a minimum grade of "C-"
BAAC 221	Principles of Accounting II	BACS 101 BAAC 220 Sophomores or above	Business Computing with a minimum grade of "C-" Principles of Accounting I with minimum grade of "C-"
BAFN 231	Legal Environment of Business	None	
BAMG 350	Management & Organizational Behavior	45 completed credits or above	
BAMK 360	Marketing	45 completed credits or above	
BACS 300	Information Systems	BACS 101 or CS 101 or CS 120 45 completed credits or above	Business Computing or Introduction to Computer Science or Computer Programming
BAFN 305	Intermediate Business Statistics	BACS 101 STAT 150 MATH 176 or MATH 131 Juniors or above	Business Computing (may be taken concurrently) Intro to Statistical Analysis Topics in Calculus or Calculus I <i>BAFN 305 should be taken prior to enrolling in any 400lv business course.</i>
BAFN 370	Business Finance	BAAC 221 MATH 124 STAT 150 ECON 203 ECON 205 Juniors or above	Principles of Accounting II College Algebra Intro to Statistical Analysis Principles of Macroeconomics Principles of Microeconomics
BAMG 390	Operations Management	BACS 101 STAT 150 Business Majors only Juniors or above	Business Computing Introduction to Statistical Analysis
BAMG 456	Strategic Management	BAFN 370 BAMG 350 BAMK 360 Business Majors only Senior standing	Business Finance with a minimum grade of "C-" Management with a minimum grade of "C-" Marketing with a minimum grade of "C-"

MARKETING EMPHASIS: 24 semester credit hours total

Must be a Junior or above.

A maximum of 9 semester credits in 300/400-level Required Emphasis Credits and Elective Emphasis Credits 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	Prerequisite Course Titles/Notes
BAMK 361	Consumer Behavior	BAMK 360	Marketing with a minimum grade of "C-"
BAMK 368	Marketing Analysis & Research	STAT 150 BAMK 360 Business Majors only	Intro to Statistical Analysis (may be taken concurrently) Marketing with a minimum grade of "C-"
BAMK 464	Global Marketing Strategies	BAMK 360	Marketing with a minimum grade of "C-"
BAMK 490	Marketing Strategies	BAFN 370 BAMK 361 Senior standing	Business Finance with a minimum grade of "C-" Consumer Behavior with a minimum grade of "C-"

Required Elective Emphasis Courses: 12 semester credit hours

Must be a Junior or above

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
BA 460	International Business & Culture	Consent of instructor	
BAMK 364	Selling & Sales Management	BAMK 360 Business Majors only	Marketing with a minimum grade of "C-"
BAMK 365	Advertising & Promotion	BAMK 360	Marketing with a minimum grade of "C-"
BAMK 366	Retailing	BAMK 360	Marketing with a minimum grade of "C-"
BAMK 371	Digital Marketing	BAMK 360 <i>Recommended: BACS 200</i>	Marketing with a minimum grade of "C-" Web Design & Development
BAMK 461	Advertising Campaigns	BAMK 365	Advertising & Promotion with a minimum grade of "C-"
BAMK 468	Business-to-Business	BAMK 360 Business Majors only	Marketing with a minimum grade of "C-"
BAMK 469	Supply Chain Management	BAMK 360 Business Majors only	Marketing with a minimum grade of "C-"
BAMK 478	Social Media Marketing	BAMK 360	Marketing with a minimum grade of "C-"
BAMK 494	Seminar in Digital Marketing	BAMK 360	Marketing with a minimum grade of "C-"
BAMK 495	Special Topics in Marketing	Consent of instructor	
BAMK/BAMG 407	Small Business Counseling	Consent of instructor Business Majors only	

Note: BAMK 495 Special Topics: May be repeatable under different subtitles up to 6 credit hours for Elective Marketing emphasis.