



## Major Map: BBA-Marketing

Catalog Year: 2010-2011

The following is a sample course of study for the Bachelor of Business Administration with an emphasis in Marketing. It is the Student's responsibility to ensure that all program requirements are met. This guide is not a substitute for academic advisement.

*Your path to graduation may vary slightly based on factors such as college credit you earned while in high school, transfer work from other institutions of higher learning and placement in Mathematics. You are responsible for checking prerequisites to any courses.*

Course Subject and Title	Hrs.	Upper Division	Transfer Course	Minimum Grade if Required	Date Completed	Final Grade	Pre-requisites met	Additional Critical Tracking Notes
<b>Fall Semester Year 1: 15 hours</b>								
Math 110	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	Complete Math 206 entrance exam.
English 110	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Constitution course	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
MGT 100 (or non-business elective)	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Fine Arts course	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
<b>Spring Semester Year 1: 15 hours</b>								
Communication Studies 110	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	Complete the Stat 235 entrance exam.
Natural Science without lab	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Math 206	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Social Science course	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Non-business elective	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
<b>Summer Semester Year 1</b>								
May use summer semester to lighten fall and spring course loads.								
<b>Fall Semester Year 2: 17 hours</b>								
English 225	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
ACTG 210	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
ECON 201	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Natural Science with lab	5	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
STAT 235	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
<b>Spring Semester Year 2: 15 hours</b>								
Philosophy 210 or foreign language	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	Complete WEPT
ACTG 211	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
MIS 202	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
ECON 202	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Non-business elective	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
<b>Summer Semester Year 2</b>								
<b>Fall Semester Year 3: 15 hours</b>								
MGT 301	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
MKT 324	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
DSOM 309	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
MGT 330	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
FIN 325	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
<b>Spring Semester Year 3: 15 hours</b>								
MGT 370 or MGT 470	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	Complete the ETS Proficiency Profile (EPP) exam.
ECON 302	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
MGT 306	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Non-business elective	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Marketing emphasis area course #1	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
<b>Summer Semester Year 3</b>								
<b>Fall Semester Year 4: 15 hours</b>								
DSOM 326	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	Apply for graduation.
MGT 355	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Marketing emphasis area course #2	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Marketing emphasis area course #3	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Non-business elective	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
<b>Spring Semester Year 4: 16 hours</b>								
MIS 402	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	



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MGT 471	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
ENT 460	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Marketing emphasis area course #4	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Marketing emphasis area course #5	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Non-business elective	1	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	Complete the Major Field Assessment Test.

### Marketing emphasis (15 hours):

Required:

1. MKT 335, Consumer Behavior in Marketing
2. MKT 348, Market Analysis
3. MKT 480, Marketing Strategy

Select two from the following:

ENT 361, Product Innovation Management  
 MKT 418, Sales and Promotional Strategies  
 MKT 442, Internet/Direct Marketing  
 MKT 476, Services Marketing

### Non-course requirements

Written English Proficiency Test (WEPT)  
 ETS Proficiency Profile (EPP) exam  
 Major Field Assessment Test

### Met

The School reserves the right to make changes in courses, degree requirements and course schedules without notice.

Students are expected to maintain a quality of achievement significantly above minimum UMKC standards for degree work. Individual student progress will be monitored throughout the program. Satisfactory progress is required of all students for retention in the program. Students are expected to maintain academic standards, perform satisfactorily in courses, refrain from academic dishonesty, comply with the established University and teacher education timetables and requirements, and refrain from unethical or unprofessional behavior or behaviors that obstruct the training process or threaten the welfare of the student or others. Other circumstances involving student behavior will be addressed by the faculty on an individual basis.

### Graduation Requirements Summary:

Total Hours (123 minimum)	Totals Hrs at UMKC (30 hours minimum)	Major GPA (2.25 Minimum)	UMKC GPA (2.25 Minimum)

All students completing an undergraduate business degree must meet the following conditions in order to graduate and be recommended for graduation or certification:

- [list of requirements as stated in the catalog pertaining to minimum GPA, capstone coursework, additional licensure exams, etc.]

**Academic Advisor:**

**Faculty Advisor:**