

**B.S. in BUSINESS ADMINISTRATION  
MARKETING EMPHASIS  
Suggested Four-Year Schedule  
2014-2015 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 (**30 hours of Business Core**, **24 hours of Emphasis** courses and **6 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 205 (LAC1b), BA 150 (LAC 3c), BA 251 (LAC 7), and/or BACS 101 (LAC ELCT) will 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	BA 205	(LAC 1b) Business Communications		3
ENG 122	(LAC 1a) College Composition		3	<b>BAAC 220</b>	<b>Principles of Accounting I</b>		<b>3</b>
	(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	<b>BAAC 221</b>	<b>Principles of Accounting II</b>		<b>3</b>
ECON 205	(LAC 5a) Principles of Microeconomics		3	<b>BAFN 231</b>	<b>Legal Environment of Business</b>		<b>3</b>
MATH 124	(LAC 2) College Algebra		4	STAT150	(LAC 2) Intro to Statistical Analysis		<b>3</b>
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 (LAC ELCT)		1		(LAC 3 - Arts & Humanities)		3
COMM 101	Speaking Evaluation (LAC ELCT)		2		(LAC 7 - International Studies)		3
	Non-Business Elective		1	<b>BA 299</b>	<b>Professional Experience</b>		0
<b>Total</b>			<b>30</b>	<b>Total</b>			<b>30</b>

YEAR THREE			Sem. Hrs.	YEAR FOUR			Sem. Hrs.
<b>BAFN 370</b>	<b>Business Finance</b>		<b>3</b>	<b>BAMG 456</b>	<b>Strategic Management</b>		<b>3</b>
<b>BACS 300</b>	<b>Information Systems</b>		<b>3</b>	BAMK 464	Global Marketing Strategies		3
<b>BAMG 350</b>	<b>Management of Organizations</b>		<b>3</b>	BAMK 490	Marketing Problems		3
<b>BAMK 360</b>	<b>Marketing</b>		<b>3</b>	<b>BAFN 390</b>	<b>Operations Management</b>		<b>3</b>
<b>BAFN 305</b>	<b>Intermediate Business Stats</b>		<b>3</b>		Non-Business Elective		3
BAMK 361	Consumer Behavior		3		Marketing Emphasis Electives: Take nine (9) semester credit hours from: BA 460; BAMK 364, 365, 366, 371; BAMK 461, 468, 469, 478, 495 (repeatable); BAMK 407 or BAMG 407. <b>At least six (6) hours of the above courses must be 400 level.</b>		3
BAMK 368	Marketing Analysis and Research		3		Business Elective: Take six (6) semester credit hours from: BACS 200 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
	(LAC 8 - Multicultural Studies)		3				3
	Non-Business Elective		3				3
	Marketing Emphasis Elective: Take three (3) semester credit hours from the following as: BA 460; BAMK 364, 365, 366, 371; BAMK 461, 468, 469, 478, 495 (repeatable); BAMK 407 or BAMG 407		3				3
<b>Total</b>			<b>30</b>	<b>Total</b>			<b>30</b>

<b>Non-Bus. hrs. completed</b>		<b>LAC hrs. remaining</b>		<b>Non-Bus. hrs. remaining</b>		<b>Total Non-Bus. hrs. remaining</b>	
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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: BACS 180, 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.unco.edu/regrec/Current%20Students/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 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 COURSE PREREQUISITES: 2014-2015 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: 30 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 Business Majors only	
BAAC 220	Principles of Accounting I	BACS 101 At least 24 credit hours completed	Business Computing (may be taken concurrently)
BAAC 221	Principles of Accounting II	BACS 101 BAAC 220 Sophomores or above	Business Computing Principles of Accounting I with minimum of "C-"
BAFN 231	Legal Environment of Business	None	
BACS 300	Information Systems	BACS 101 or CS 101 Business Majors/Minors & SE Majors only Juniors or above	Business Computing
BAFN 305	Intermediate Business Statistics	BACS 101 BAFN 291 or STAT 150 MATH 176 or MATH 131 Business Majors/Minors only Juniors or above	Business Computing Business Statistics Intro to Statistical Analysis 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 or STAT 150 ECON 203 ECON 205 Juniors or above	Principles of Accounting II Business Statistics I Intro to Statistical Analysis Principles of Macroeconomics Principles of Microeconomics
BAFN 390	Operations Management	BACS 101 BAFN 291 or STAT 150 Business Majors only Juniors or above	Business Computing Business Statistics I Intro to Statistical Analysis Introduction to Statistical Analysis
BAMG 456	Strategic Management	BAFN 305 BAFN 370 BAMG 350 BAMK 360 Business 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 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 & Research	BAFN 291 or STAT 150 BAMK 360	Business Statistics (may be taken concurrently) Intro to Statistical Analysis (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 & 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
BA 460	International Business & Culture	Consent of instructor	
BAMK 364	Selling & Sales Management	BAMK 360	Marketing
BAMK 365	Advertising & 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 <b>and/or</b> Consent of instructor	Advertising
BAMK 468	Business-to-Business	BAMK 360	Marketing
BAMK 469	Supply Chain Management	BAMK 360	Marketing
BAMK 478	Social Media Marketing	BAMK 360	Marketing
BAMK 495	Special Topics in Marketing	Consent of instructor	
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 if the Chair of the Department of Marketing.