



DEGREE WORKSHEET FOR:
Business Administration: Marketing
2017-2018 Catalog
Degree Requirements – 120 credits

YEAR 1- FALL (14 credits)		YEAR 1- SPRING (16 credits)	
BACS 101 Business Computing (LAC ELECT)	3	MATH 124 College Algebra (LAC 2)	4
ENG 122 College Composition (LAC 1a)	3	PSY 120 Principles of Psychology (LAC 5c) OR	
Liberal Arts Core: Area 3 Arts and Humanities	3	SOC 100 Principles of Sociology (LAC 5c) OR	3
Liberal Arts Core: Area 6 Sciences w/lab	4	PSY 265 Social Psychology (LAC 5c)	
Non-Business University Elective	1	ECON 205 Microeconomics (LAC 5a)	3
		Liberal Arts Core: Area 4 History	3
		COMM 100 Speaking Evaluation (LAC ELECT)	2
		COMM 101 Basics of Public Speaking (LAC ELECT)	1
YEAR 2- FALL (15 credits)		YEAR 2-SPRING (15 credits)	
BAAC 220 Principles of Accounting I (Business Core)	3	BAAC 221 Principles of Accounting II (Business Core)	3
BA 205 Business Communication (LAC 1b)	3	BAFN 231 Legal Environment of Business (Business Core)	3
MATH 176 Topics in Calculus	3	STAT 150 Introduction to Statistical Analysis	3
ECON 203 Principles of Macroeconomics (LAC 5a)	3	Liberal Arts Core: Area 6 Sciences	3
Liberal Arts Core: Area 7 International Studies	3	Liberal Arts Core: Area 3 Arts and Humanities	3
		BA 299 Professional Experience	0
YEAR 3- FALL (15 credits)		YEAR 3- SPRING (15 credits)	
BAMK 360 Marketing (Business Core)	3	BAFN 370 Business Finance (Business Core)	3
BACS 300 Information Systems (Business Core)	3	BAMK 361 Consumer Behavior	3
BAFN 305 Intermediate Business Statistics (Business Core)	3	BAMK 368 Marketing Analysis and Research	3
BAMG 350 Management of Organizations (Business Core)	3	Marketing Emphasis Elective (See note 3)	3
Non-Business University Elective	3	Liberal Arts Core: Area 8 Multicultural	3
YEAR 4- FALL (15 credits)		YEAR 4- SPRING (15 credits)	
BAFN 390 Operations Management (Business Core)	3	BAMG 456 Strategic Management (Business Core)	3
BAMK 464 Global Marketing Strategies	3	BAMK 490 Marketing Strategies	3
Marketing Emphasis Elective (See note 3)	3	Marketing Emphasis Elective (See note 3)	3
Marketing Emphasis Elective (See note 3)	3	Business Elective (See note 4)	3
Business Elective (See note 4)	3	Non-Business University Elective	3

Admission Requirement – Incoming freshman admission standards are based on the Colorado Commission of Higher Education (CCHE) composite index, which is a sliding scale based on achievement test score and high school rank. Current admission standards are available at www.mcb.unco.edu or by calling the MCB Advising Center at 970.351.1233. Transfer and current UNC students with at least a 3.0 cumulative GPA and 15 completed hours can be 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.

Minor Required – No minor is required.

*This worksheet is a recommended schedule to complete your bachelor's degree in 4 years. Every UNC student must meet the following requirements in order to graduate with a bachelor's degree: earn a minimum of 120 semester credit hours; possess a minimum of a 2.00 cumulative grade point average; have at least 40 credit hours in courses designated as Liberal Arts Core; meet all degree requirements in the student's major field of study. Each major and/or emphasis may have additional requirements necessary for graduation. **Students must consult with their major advisor to receive information on any additional graduation requirements.***

Contact Information – Marketing/Monfort College of Business

Kepner 1055 and (970)351-2275

Web Page: <http://mcb.unco.edu/departments/Marketing.cfm>

Notes

1. 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, Required Emphasis and emphasis electives. Business GPA is monitored after a student has attempted at least nine UNC credits in Business Administration 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.*
2. In addition to fulfilling the basic requirements for the Bachelor of Science degree in Business Administration students must attain at least a grade of "C-" or better in the Required Emphasis Credits and Elective Emphasis Credits in order to count towards graduation.
3. Marketing Emphasis Electives: Take nine (9) semester credit hours from: BA 460; BAMK 364; BAMK 365; BAMK 366; BAMK 371; BAMK 461; BAMK 468; BAMK 469; BAMK 478; BAMK 495(repeatable); BAMG 407 or BAMK 407. **At least six (6) hours of the above courses must be 400 level.**
4. Business Electives: Must take six (6) credit hours from: BACS 200 or any 300/400 level course from any emphasis not already required as part of the Business Core, Required Emphasis, or Required Emphasis Electives. (BAAC 301, BAFN 302 and BAMG 356 may not be used.)
5. BAMK 495: May be repeatable under different subtitles up to 6 credit hours for Elective Marketing Emphasis.
6. Students must be a declared business majors and junior status to enroll in the Marketing Emphasis courses.
7. Students may transfer a maximum of 12 semester hours from the Business Core, 9 semester hours from the Emphasis Core and Emphasis Electives and 6 semester hours from Business Electives
8. Some of the upper level Marketing courses are offered in only one semester each year. Meet with your Marketing faculty advisor each semester to make certain you are on schedule.
9. Students must complete 60 non-business credits (these credits include LAC courses listed above) in order to graduate. BA 150, BA 205, BA 251, BACS 101, BAFN 240 and BAFN 291 count as non-business credits. In addition to the specified LAC courses listed above, most students will need an additional 6-7 credits in non-Business courses.
10. Students must meet course prerequisites as stated in the current UNC catalog. Be sure to check the catalog each semester to make sure you meet the prerequisite requirements.