DEGREE WORKSHEET FOR:

Business Administration: Marketing

2021-2022 Catalog

Degree Requirements – 120 credits

YEAR 1 - FALL (16 credits)		YEAR 1 - SPRING (15 credits)	
BAMG 125 Taking Care of Business	3	ECON 205 Microeconomics (LAB1*)	3
ENG 122 College Composition (LAW1*)	3	PSY 120 Principles of Psychology (LAB3*) OR SOC 100 Principles of Sociology (LAB3*) OR PSY 265 Social Psychology (LAB3*)	3
MATH 124 College Algebra (LAX1*)	4	COMM 100 Basics of Public Speaking	3
Liberal Arts Curriculum: Arts and Humanities	3	Liberal Arts Curriculum: History	3
BACS 101 Business Computing	3	Liberal Arts Curriculum: Natural & Physical Sciences	3
YEAR 2 - FALL (15 credits)		**YEAR 2 - SPRING (16 credits)**	
BAAC 220 Principles of Accounting I	**3**	**BAAC 221 Principles of Accounting II**	**3**
BAFN 240 Introduction to Personal Financial Planning	**3**	**BAFN 231 Legal Environment of Business**	**3**
BA 205 Business Communication (LAW2*) OR ENG 123 College Research Paper (LAW2*)	3	STAT 150 Introduction to Statistical Analysis	3
MATH 176 Topics in Calculus	3	Liberal Arts Curriculum: Natural & Physical Sciences w/ LAB	4
ECON 203 Principles of Macroeconomics (LAB1*)	3	Liberal Arts Curriculum: Arts and Humanities	3
		Professional Experience Workshops	
YEAR 3 - FALL (15 credits)		**YEAR 3 - SPRING (15 credits)**	
BAMK 360 Marketing	**3**	BAMK 361 Consumer Behavior	3
BACS 300 Information Systems	**3**	BAMK 368 Marketing Analysis and Research	3
BAMG 350 Management and Organizational Behavior	**3**	Marketing Emphasis Elective (See note 2)	3
BAFN 370 Business Finance	**3**	Marketing Emphasis Elective (See note 2)	3
BAMG 390 Operations Management and Data Analytics	**3**	Business Elective (See note 3)	3
		Professional Experience	
YEAR 4 - FALL (15 credits)		**YEAR 4 - SPRING (13 credits)**	
BAMK 464 Global Marketing Strategies	3	**BAMG 456 Strategic Management**	**3**
Marketing Emphasis Elective (See note 3)	3	BAMK 490 Marketing Strategies	3
Marketing Emphasis Elective (See note 3)	3	Business Elective (See note 3)	3
University-Wide Elective	3	University-Wide Elective	3
University-Wide Elective	3	University-Wide Elective	1

***See the Liberal Arts Curriculum webpage for more information**

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 31 credit hours in courses designated as Liberal Arts Curriculum; 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.

See page 2 for additional information

Admission Requirement – Incoming New First Time and Transfer students are admitted to the College of Business major and minors provided they meet the admission requirements set forth by UNC. Current UNC students who have completed at least 15 credit hours with a cumulative GPA of 2.50 or above are guaranteed admission to any business major. Current UNC students who have completed at least 15 credit hours with a cumulative GPA of 2.00-2.49 qualify to apply for admission to a business major. Students may apply at the MCB Advising Center located in Kepner 1095.

Minor Required – No minor is required.

Contact Information – Marketing/Monfort College of Business
Kepner 1055; (970)351-2275
Web Page: http://mcb.unco.edu/departments/Marketing.cfm

Notes

1. Students must earn at least a "C-" grade in each individual Business Administration Core course, Required Emphasis, emphasis electives and Business Electives to count towards degree requirements.

2. Marketing Emphasis Electives: Take twelve (12) semester credit hours from: BA 460; BAMK 364; BAMK 365; BAMK 366; BAMK 371; BAMK 461;BAMK 468; BAMK 469; BAMK 478; BAMK 494, BAMK 495(repeatable); BAMG 407 or BAMK 407. ***At least six (6) hours of the above courses must be 400 level.***

3. Business Electives: Must take six (6) credit hours from: BACS 200, BACS 287, BA 251 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 maynot be used.)

4. BAMK 495: May be repeatable under different subtitles up to 6 credit hours for Elective Marketing Emphasis.

5. Students must be a declared business majors and junior status to enroll in the Marketing Emphasis courses.

6. 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

7. Some of the upper level Marketing courses are offered in only one semester each year. Meet with your advisor each semester to make certain you are on schedule.

8. University Wide electives. Students *must* apply at least some of the recommended courses to both the liberal arts curriculum requirements and the major requirements to complete this degree program in 120 credit hours. Students who apply all of the recommended courses to the LAC will have up to 10 credits of university wide electives to apply to this degree depending on the number of credits applied to both the LAC and the major. See your advisor for details

9. 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.

***Liberal Arts Curriculum Course Indicators**			
LAA1	Arts & Humanities: Arts & Expression	LAIS	International Studies
LAA2	Arts & Humanities: Literature & Humanities	LAMS	U.S. Multicultural Studies
LAA3	Arts & Humanities: Ways of Thinking	LAS1	Natural & Physical Sciences
LAA4	Arts & Humanities: World Languages	LASL	Natural & Physical Sciences LAB
LAB1	Social & Behavior Sciences: Economic or Political Systems	LAW1	Introductory Written Communication
LAB2	Social & Behavior Sciences: Geography	LAW2	Intermediate Written Communication
LAB3	Social & Behavior Sciences: Human Behavior, Culture or Social Frameworks	LAW3	Advanced Written Communication
LAH1	History	LAX1	Mathematics