

BUSINESS MARKETING

Name: _____ College ID Number: _____

Date of Matriculation: _____ Email: _____

Course	Credit	Grade	If transfer, from where?
MAT 125 or higher (Requirement for major is fulfilled in Stage I)			
BU 210 Principles of Management	_____	_____	_____
BU 220 Principles of Marketing <i>(Prerequisite: BU 210 or permission of department)</i>	_____	_____	_____
BU 320 Consumer Behavior	_____	_____	_____
BU 350 International Business <i>(Prerequisite: EC 102 and BU 220)</i>	_____	_____	_____
BU 375 Business Statistics <i>(Prerequisite: MAT 125)</i>	_____	_____	_____
BU 420 Market Research	_____	_____	_____
BU 425 Advanced Marketing Management	_____	_____	_____
BU 475 Internship	_____	_____	_____
EC 102 Macroeconomics	_____	_____	_____
EC 103 Microeconomics	_____	_____	_____
AC 210 Introduction to Financial Accounting <i>(Prerequisite: MAT 125)</i>	_____	_____	_____
AC 211 Intro to Managerial Accounting <i>(Prerequisite: AC 210)</i>	_____	_____	_____
MIS 300 Fundamentals of MIS <i>(Permission of program director recommended)</i>	_____	_____	_____
BU/PR 380 Social Media and Customer Relationship Management <i>(Prereq: Permission of the Program Director)</i>	_____	_____	_____
PR 111 Introduction to Public Relations	_____	_____	_____
PR 222 Introduction to Advertising	_____	_____	_____
PH 355 Business Ethics <i>(May also be used as Stage III Philosophy)</i>	_____	_____	_____
TOTAL	48 Credits		