

APSU COLLEGE OF BUSINESS

#For admission to the BBA program, these seven courses must be completed as well as 60 undergraduate hours with a GPA of 2.1#

BULLETIN 2011-2012		MARKETING		
General Education Core	42 hrs	BUSINESS CORE		39 Hrs <input type="checkbox"/>
All General Education core courses are offered during the summer		Course/Term Offered	Prerequisite	Grade
APSU 1000 <input type="checkbox"/>		#ACCT 2010 (F,S,R,F1,S1)#		
Communications 9 hrs <input type="checkbox"/>		#ACCT 2020 (F,S,R,F2,S2)#	ACCT 2010	
#ENGL 1010 ____, 1020 __ #		#ECON 2020 (F,S,R,F2,S2)#		
COMM 1010 ____		BLAW 3300 (F,S,R,F2,S2)		
History 6 hrs <input type="checkbox"/>		QM 2110 (F,S,R)	Math 1110 or equivalent	
(Select two from below)		QM 3110 (F,S,R,F1)	QM 2110 or MATH 1530	
HIST 2010 ____, 2020 ____, 2030 ____		DSCI 3410 (F,S,R,F2)	QM 3110	
Humanities and/or Fine Arts 9 hrs <input type="checkbox"/>		FIN 3010 (F,S,R,F2)	Junior Standing	
ENGL 2030 ____		MGT 3010 (F,S,R,F1,S1)	Junior Standing	
(Select one course from two disciplines below)		MKT 3010 (F,S,R,S1)	Junior Standing	
ART 1030 ____		MIS 4100 (F,S,R,S1)		
MUS 1030 ____, 2030 ____		MGT 4810 (F,S,R,S2)	Senior Standing, BLAW 3300, MGT 3010, MKT 3010, FIN 3010, QM 3110	
PHIL 1030 ____, 1040 ____, 2200 ____			*(Cannot be duplicated in concentration)*	
THEA 1030 ____		(Select one from below)		
Mathematics 3 hrs <input type="checkbox"/>		ACCT 3510 (F)	ACCT 2020, Junior Standing	
#MATH 1810 or 1910#		ECON 4610 (S)	ECON 2010, Junior Standing	
Natural Sciences 8 hrs <input type="checkbox"/>		FIN 3510 (S)	FIN 3010	
(Select two from below)		MGT 4110 (F,F1)	MGT 3010, Junior Standing	
ASTR 1010 ____, 1020 ____		*MKT 3410 (S,R)*	MKT 3010	
BIOL 1010 ____, 1020 ____, 1040 ____, 1110 ____		Concentration Core:		
BIOL 2010 ____, 2020 ____		Marketing 21 hrs <input type="checkbox"/>		
CHEM 1010 ____, 1020 ____, 1110 ____, 1120 ____		MKT 3210 (F,R,S2)	MKT 3010	
CHEM/PHYS 1710 ____		MKT 3510 (F)	MKT 3010	
GEOL 1040 ____, 1050 ____		MKT 4310 (F,S)	MKT 3010	
PHYS 1010 ____, 1020 ____		MKT 4450 (F)	MKT 3010, QM 3110	
PHYS 2010 ____, 2020 ____, 2110 ____, 2120 ____		MKT 4800 (S)	MKT 3010, 3210, 4310, 4450	
		(Select two from below)		
		MKT 3110 (F)	MKT 3010	
Social & Behavioral Sciences 6 hrs <input type="checkbox"/>		MKT 3310 (S)	MKT 3010	
#ECON 2010 (F,S,R,F1,S1)# ____ Grade Received ____		*MKT 3410 (S,R)*	MKT 3010	
(Select one from below)		MKT 3610 (F,R)		
AAS 2200 ____		MKT 3620 (ck schedule)		
COMM 2020 ____		MKT 3710 (S)		
GEOG 1010 ____, 1020 ____, 1030 ____		MKT 3800 (F)		
HHP 1250 ____		MKT 4100 (ck schedule)		
HIST 1210 ____, 1220 ____		MKT 4150 (S)	MKT 3010	
POLS 2010 ____, 2040 ____, 2070 ____		MKT 4200 (S)		
PSY 1010 ____		General Electives 18 hrs <input type="checkbox"/>		
SOC 2010 ____, 2050 ____, 2500 ____		Elective		
WS 2050 ____		Elective		
		Elective		
		Elective		
		Elective		
		Elective		
		Elective		
This guide does not guarantee that all courses will be offered in the term(s) identified		Elective		
		Elective		
Course Offering Legend: Main Campus		Course Offering Legend: Fort Campbell Terms		
F = Fall; S = Spring; R = Summer		F1 = Fall 1; F2 = Fall 2; S1 = Spring 1; S2 = Spring 2; S3 = Summer		

120 Hour Course Planning Guide for 2011-2012 Bulletin, BBA, MARKETING Concentration

To use this form effectively: Check the courses completed and schedule those remaining courses in the order in which they appear. Courses printed in italics are required to be completed before enrolling in upper level business courses. [1] Choices are on the back. All General Education core courses are offered during the summer. A minor is not required of students pursuing the BBA degree. The following course planning guide does not guarantee that all courses will be offered in the term(s) identified.

First Year Fall

- Eng 1010 English Composition I 3
- Electives 6
- APSU 1000 Liberal Arts in Univ. Life 1
- Math 1110 or 1710 Algebra* OR Elective 3
- Hist 2010 American History I 3
- 16

Second Year Fall

- Eng 2030 World Literature 3
- Acct 2010 Principles of Accounting I 3
- Econ 2010 Macroeconomics 3
- Humanities / Fine Arts 3
- Science + Lab 4
- 16

Third Year Fall

- Fin 3010 Principles of Finance 3
- Mgt 3010 Principles of Management 3
- Mkt 3010 Principles of Marketing 3
- Blaw 3300 Legal Environment of Bus. 3
- QM 3110 Statistics for Business & Econ. 3
- 15

Fourth Year Fall

- Mkt 3210 Retailing Management 3
- Mkt 3510 Consumer Behavior 3
- Mkt 4310 Adv and Promo Strategy 3
- Mkt 4450 Marketing Research 3
- Elective 3
- 15

First Year Spring

- Eng 1020 English Composition II 3
- Math 1810 Elements of Calculus* 3
- Humanities / Fine Arts 3
- Comm 1010 Public Speaking 3
- Hist 2020 American History II 3
- 15

Second Year Spring

- QM 2110 Business and Economic Statistics I 3
- Acct 2020 Principles of Accounting II 3
- Econ 2020 Microeconomics 3
- Social Science 3
- Science + Lab 4
- 16

Third Year Spring

- Mkt 3410 International Marketing 3
- Upper division Marketing elective¹ 3
- Dsci 3410 Production/Ops Mgt 3
- Electives 6
- 15

Fourth Year Spring

- Mgt 4810 Strategic Management 3
- Mis 4100 Mgt Info Systems 3
- Mkt 4800 Marketing Management 3
- Elective 3
- 12

Course Selection Worksheet

CRN	Subject	Course#	Sec#	CrHr	ClassTime	Mon	Tue	Wed	Thu	Fri	Sat	Location

Fall Spring Summer I Summer II Year _____

Student Name _____

ID# _____

Advisor Signature _____

Alternate PIN _____

Advisor Comments: _____ Approved 4/6/2011

See the back to find all terms a course is usually offered.

*** Math 1810 is required for all business majors. Students with an ACT-Math score below 25 must also take either Math 1110 or 1710 before enrolling in Math 1810.**