

BACHELOR OF SCIENCE IN MARKETING
With a concentration in Resort and Club Management

Student Name _____

Catalogue Year 2021 - 2022

GENERAL EDUCATION CORE

INTERDISCIPLINARY STUDIES (1-5 SH)

| | |
|----------|-----|
| MUJ 1100 | (2) |
| MUJ 2200 | (1) |
| MUJ 3300 | (1) |
| IDS 2100 | (1) |

COMPUTER COMPETENCY (0-3 SH)

| | |
|---|-------|
| BUS 1700 or CSC 1000 *** | (0-3) |
| (Must be satisfied before completing 60 s.h.) | |

COMMUNICATIONS (6-12 SH)*

| | |
|--|-------|
| English Placement Score (<i>transfer students</i>) | |
| ENG 1000 (if required) | (3) |
| ENG 1010 | (3) |
| ENG 1020 or 1040 | (3) |
| ENG 2070 (if required) | (3) |
| ACL 1500,1510, 3540 or 3600*** | (0-3) |

GLOBAL PERSPECTIVE ELECTIVE (3 SH)

| | |
|------------------------------|-----|
| Choose one approved course** | (3) |
|------------------------------|-----|

HUMANITIES (9 SH)

| | |
|----------------------------------|-----|
| Literature (no ENG 1020 or 3620) | (3) |
| History | (3) |
| Religion | (3) |

FINE ARTS APPRECIATION (3 SH)

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|--|-----|
| ARH 1510, 2530, 2540, MUS 1510, 1520, 1600, 1610, THE 1620 | |
| 1630 or 3 s.h. applied MUS/THE ensemble | (3) |

MATHEMATICS (3-6 SH)

| | |
|--|-----|
| MAT 1015 (if required) | (3) |
| MAT 1050/1100 (or higher, except 1060 or 2060) | (3) |

NATURAL SCIENCES (6-8 SH) Students will not receive

| | |
|---|-------|
| General Education Credit for both SCI1410 and GLY 1600; | |
| SCI 1420 and BIO 1530; or SCI 1430 and CHE 1510 | (3/4) |
| | (3/4) |

SOCIAL SCIENCE (3 SH) - ECO, PSC, PSY or SOC

(3)

WELLNESS (2-3 SH)

| | |
|---------------------|-----|
| WEL 1010 and | (1) |
| WEL 2010 or 2350 or | (1) |
| 2-3 SH) | |

REEVES SCHOOL OF BUSINESS

FOUNDATION CORE (18 SH)

| | | | |
|----------|-----|----------|-----|
| ACC 1510 | (3) | ECO 1510 | (3) |
| ACC 1520 | (3) | ECO 1520 | (3) |
| BUS 1510 | (3) | MKT 1510 | (3) |

PROFESSIONAL CORE (12 SH)

| | | | |
|----------|-----|----------|-----|
| BUS 2160 | (3) | BUS 3520 | (3) |
| BUS 3320 | (3) | BUS 4700 | (3) |

MARKETING (21 SH)

| | | | |
|----------|-----|----------|-----|
| MKT 4000 | (3) | MKT 4550 | (3) |
|----------|-----|----------|-----|

Plus 15 sh of any 3000/4000 level MKT course, or SMA 4230.

(3)
(3)
(3)
(3)
(3)
(3)

RESORT MANAGEMENT (24 SH)

| | | | |
|----------|-----|----------|-----|
| RMT 1010 | (3) | RMT 3410 | (3) |
| RMT 1450 | (1) | RMT 3550 | (3) |
| RMT 1700 | (1) | RMT 3600 | (3) |
| RMT 2700 | (1) | RMT 4300 | (3) |
| RMT 3200 | (3) | RMT 4500 | (3) |

ADDITIONAL COURSE REQUIREMENTS TO MEET 124 SH

Electives ()

An elective course for any Reeves School of Business major may only be used to meet the requirements of one major. A required class in any Reeves School of Business major may not be used as an elective for another Reeves School of Business major.

GRADUATION REQUIREMENTS

1. Minimum 124 semester hours to graduate.
2. 16 semester hours in residency for associate's degrees.
31 semester hours in residency for bachelor's degrees.

