

BACHELOR OF SCIENCE IN MARKETING

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)
ACL 1500,1510, 3540 or 3600***	(0-3)

GLOBAL PERSPECTIVE ELECTIVE (3 SH)

**Choose one approved course	(3)
(see page 2)	

HUMANITIES (9 SH)

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

FINE ARTS APPRECIATION (3 SH)

ARH 1510, 2530, 2540, MUS 1510, 1520, 1600, 1610,1110-1120	
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

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

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

