

Pathway to Bachelor of Science in Marketing From Associate of Science Degree in Business Administration

GENERAL EDUCATION REQUIREMENTS

REQUIRED COURSES (RG 6864)

Foundational Courses		CR	Equivalent
Engcmp 0005	Composition I	3	ENG 110
Engcmp 0006	Composition II	3	ENG 205
CommRc 0052	Public Speaking	3	COM 101
Basic Algebra or Placement Test			
Math 0001	Algebra 1	3	
Quantitative Reasoning (QR) - 1 Course			
<i>Note - a student cannot test out of their QR requirement.</i>			
MATH 0002	College Algebra	3	MAT 145

FREE ELECTIVES

Free electives are the balance of credits required for graduation (120) that are not used to satisfy competencies, knowledge areas, major requirements, electives, or any related area required by the department.			
	CR	Equivalent	
BUS 0000 NE	3	BUS 110	
ACCT 1570	3	BUS 210	
BIOL 0111	1	BIO 114	
ACCT 1100	3	ACC 230	
Science with lab Elective	4		
STAT 1040	3	MAT 200	

WORLDS OF KNOWLEDGE (RG 6874)

Aesthetic and Creative Expression (RQ 3148)				
Subject	Number	Course Title	CR	Equivalent
Engwrt	1192	Technical Writing	3	
MUSIC	0210		3	MUS 100

Societies & Civics (RQ 3150)				
Subject	Number	Course Title	CR	Equivalent
Econ	0105	Microeconomic Theory	3	ECO 110
SOC	0100	Introduction to Sociology	3	SOC 100

Follow-Up Courses (RQ 3154)				
Subject	Number	Course Title	CR	Equivalent
BIOL 0110			3	BIO 104

Global History & Culture (RQ 3149)				
Subject	Number	Course Title	CR	Equivalent
Econ	0115	Macroeconomic Theory	3	ECO 100
		ANTH 0800 or HIST 0120 or HIST 0130	3	***

Science & Nature (RQ 3153)				
Subject	Number	Course Title	CR	Equivalent
Math	0121	Business Calculus	4	MAT 205
			3	

*** Choose 1: ANT 100 or CIV 100 or CIV 110

Each student must take 2 courses in each World of Knowledge. The two courses taken within each World must be from different subjects. A student must take two additional "Follow-Up" courses from any World.

- >The minimum number of courses taken in the Worlds must be 10.
- >The Follow-Up courses may repeat a subject previously taken in a World.
- >A student cannot use a major required Subject course in one of the Worlds.
- >For example: A Biology student cannot use BIOL 0110 to fulfill a requirement in the Science and Nature World.
- >Students cannot use a course to count both in their QR requirement and one of the Worlds.
- >Students can choose QR and Worlds of Knowledge courses from published course lists.

MAJOR REQUIREMENTS

Required Core (RQ 3204)		
	CR	Equivalent
Acct 0115	3	ACC 150
Bus 0100	1	ACP 100
Bus 0350	3	CIT 100
Fin 0300	3	
IS 0400	3	
Mgmt 0500	3	BUS 125
Bus 1540	3	
Mrkt 0600*	3	BUS 230
Required at UPJ	9	

Marketing Requirements (RQ 3205)		
	CR	Equivalent
Mrkt 1600	3	
Mrkt 1610	3	
Mrkt 1620	3	
Mrkt 1690	3	
Required at UPJ	12	

Marketing Electives (RQ 3206)		
Select 12 credits of the following courses		
	CR	Equivalent
Commrc 1133	3	
Commrc 1144	3	
IS 1410	3	
IS 1415	3	
IS 1412	3	
Jourml 1144	3	
Mrkt 1630	3	
Mrkt 1635	3	
Mrkt 1640	3	
Mrkt 1645	3	
Mrkt 1650	3	
Mrkt 1655	3	
Mrkt 1660	3	
Mrkt 1665	3	
Mrkt 1670	3	
Mrkt 1671	1-3	
Mrkt 1672	1	
Mrkt 1674	1-6	
Mrkt 1680	3	
Required at UPJ	12	

All grades transferred in must be a "C" or better

IMPORTANT INFORMATION:

This sheet is an unofficial representation of the major requirements and the information is subject to change. It is not an official record of academic progress and should not be treated as such. Official degree information can only be obtained through the Division Office or the Office of the Registrar.

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