



**Brenau University – B.B.A. Degree
Marketing Major
2012/2013 Catalog**

Student Name _____
S. SSN/Id No _____
S. Phone (w) _____ (h) _____
Adviser _____
Previous Degree: _____ A.A. _____ A.S. _____ Bachelor's
Where/term degree earned _____

How to use this program plan: Please write the term and grade for the course that satisfies each requirement.

Liberal Education:

(If student took honors courses-use those courses in place of the corresponding non-honors equivalent.)

The Liberal Education program is divided into four portals: Communication & Language Fluency, Artistic & Creative imagination, Scientific and Analytic Curiosity and World Understanding. Please see the Brenau University catalog or the Brenau University web site for a list of applicable courses for each requirement. Some majors have more than one course that can satisfy a LE requirement. In those cases, only one of those courses will list on the LE portion of the plan, however, all the courses will be noted on the reverse side of this plan. **If the student earned a previous degree (must be A.A., A.S., or Bachelor's Degree) from a regionally accredited institution, the Liberal Education section of the student's program is considered complete.**

World Understanding	Term	Grade	Course Number & Title
Historical Perspective (3 hrs)	_____	_____	_____
Global Awareness (3 hrs)	_____	_____	_____
Civic Engagement (3 hrs)	_____	_____	BA 206 Microeconomics <i>(satisfied through major course)</i>
Scientific & Analytic Curiosity			
Mathematics (3 hrs)	_____	_____	_____
Science (7-8 hrs)	_____	_____	_____
Reasoning (3-4 hrs)	_____	_____	MS 205 <i>(satisfied through major foundation course)</i>
Artistic & Creative Imagination			
Fine Arts (3 hrs)	_____	_____	_____
Literature (3 hrs)	_____	_____	_____
Lifetime Fitness (3 hrs) <small><i>(Evening and Online students may take HS 105 (3 hours) to satisfy this requirement.)</i></small>	_____	_____	WH _____ Title: _____ LS/or LF _____ Title: _____ LS/LF/ or WH _____ Title: _____
Communication & Language Fluency			
Writing (6 hrs)	_____	_____	EH 101 Written Communication <i>(satisfied through major foundation course)</i> EH 102 Reading & Research Writing
Speaking (3 hrs)	_____	_____	_____
Modern Language (0-3 hrs) <small>Complete language through the 102 level (or exempt by BYU FLAT test). If taken, 101 will count as a general or communication elective.</small>	_____	_____	CH/IN/FH/or SH 102/or 115 <i>(or higher)</i>
Communication Elective (3 hrs)	_____	_____	BA 306 Business Communication <i>(satisfied through major course)</i>

Comments:

Program Plan Revised by: _____ Date _____

B.B.A. Degree – 2012/2013

Major: Marketing

Foundation Courses:

To ensure proper course rotation, the department recommends that foundation courses are taken by the end of the sophomore year.

Term	Grade	Crs # & Title
_____	_____	EH 101 Written Communication ^{LE}
_____	_____	MS 101 College Algebra ^{LE}
_____	_____	MS 205 Statistics ^{LE}

Major Courses:

Note: Students must earn a cumulative grade point average of 2.0 and a major grade point average of 2.50. In addition, students must earn a minimum grade of C in all major courses.

Term	Grade	Crs # & Title
BUSINESS CORE:		
_____	_____	AC 201 Accounting Prin I (Financial)
_____	_____	AC 202 Accounting Prin II (Managerial)
_____	_____	BA 206 Microeconomics ^{LE}
_____	_____	BA 207 Macroeconomics
_____	_____	MG 301 Management Principles
_____	_____	BA 303 Business Statistics (<i>MS 205 prerequisite</i>)
_____	_____	BA 306 Business Communications ^{LE}
MUST TAKE MK 315 BEFORE MARKETING MAJOR COURSES:		
_____	_____	MK 315 Marketing Principles
_____	_____	BA 316 Legal Environment of Business ^{LE}
_____	_____	MG 318 Organizational Behavior
_____	_____	BA 327 Managerial Finance
_____	_____	HR 333 Human Resources Management
_____	_____	BA 417 Business Ethics
_____	_____	BA 470 Value Chain Management
_____	_____	BA 499 Business Capstone
_____	_____	Business Elective Crs# _____

MARKETING MAJOR:

_____	_____	MK 311 Advertising Management
_____	_____	MK 412 Sales Management
_____	_____	MK 414 Consumer Behavior
_____	_____	MK 418 Marketing Research
_____	_____	MK 472 International Marketing
_____	_____	MK 473 Marketing Management

Notes:

Electives: Electives are not listed on the program plan by the Admissions Office, however all courses are posted to the student's transcript. Electives needed for graduation can be calculated simply by:

Adding

The total number of hours on the student's transcript (available in CampusWEB)
- hours earned for courses taken at the developmental level
+ courses currently registered for
+ courses still outstanding.

A minimum of 120 semester hours is required to graduate from Brenau University. After completing liberal education and major requirements, if the total number of hours on the student's transcript is not at 120, then the student must take enough general elective hours to reach a cumulative total of 120 hours. If a course is repeated, it is the student's responsibility to contact the Registrar's Office to adjust the earned hours on their transcript so that they are not short hours at graduation. Due to placement, a student may graduate with more than 120 semester hours.

Financial aid recipients cannot receive aid for courses repeated unnecessarily or for courses not specifically required for their degree.

Residency requirement:

A residency requirement of 30 semester hours is required to graduate from Brenau University. This includes a major residency of 21 semester hours.

Note: This program plan is not an official document. It is a tool to assist the student and adviser in schedule planning.

^{LE} –Liberal Education course. All LE courses are noted on the plan whether satisfying a LE requirement or not.