



## BBA Marketing

Bachelor of Business Administration Degree

Advising Sheet 2020-2021

Student Name:

UIN:

<b>General Education Requirements not fulfilled by Foundation Courses</b>	✓	CR HRS
<b>ENG 101 (3)</b> [C or better grade requirement]		
<b>ENG 102 (3)</b> [C or better grade requirement]		
<b>COM 112 (3)</b>		
<b>Non Fine Arts Humanities* (3)</b>		
<b>Visual, Creative, and Performing Arts Humanities* (3)</b>		
<b>Non FA or Visual, Creative, and Performing Arts Humanities* (3)</b>		
<b>Social Science** (3)</b> [Sociology or Psychology recommended]		
<b>Physical Science (3)</b> [Astronomy, Chemistry, Physics, or Geology]		
<b>Life Science (3)</b> [Biology, Botany, or Environmental Science]		
<b>Life or Physical Science lab (1)</b>		
<i>*All students must complete a total of 9 credit hrs of Humanities and 9 credit hrs of Social Science (6 hrs are fulfilled by CBM Foundation Courses ECO 201 and ECO 202). For students who enter as freshman, Humanities Comparative Societies and Freshman Seminar courses may count towards these requirements.</i>		
<b>Engaged Citizenship Common Experience (ECCE) Courses (10 hours total)</b>	✓	CR HRS
<b>Engagement Experience.</b> [Minimum of 3 hrs of IPL 300 course work is required. 6 hrs are recommended.]		
<b>U.S. Communities and/or Global Awareness (3-6)</b>		
<b>Speaker Series (1)</b>		
<b>Required CBM Foundation Courses ( 19 hours)</b>	✓	CR HRS
<b>ACC 211 – Intro to Financial Accounting (3)</b>		
<b>ACC 212 – Intro to Managerial Accounting (3)</b> [Prereq: ACC 211]		
<b>ECO 201 – Intro to Microeconomics** (Social Science Gen Ed) (3)</b>		
<b>ECO 202 – Intro to Macroeconomics** (Social Science Gen Ed) (3)</b>		
<b>ECO 213 – Business Statistics (Math Gen Ed) (3)</b>		
<b>MAT 113 –Business Calculus (4) or MAT 114 – Finite Math (3-4) (Math Gen Ed)</b>		
<i>*A minimum grade of C- is required in ALL foundation courses. A cumulative GPA of at least 2.0 is required across all college foundation courses. **ECO 315 can replace ECO 201 and ECO 202 (must be Junior or Senior standing to enroll).</i>		
<b>Required CBM Core Courses (21 hours)</b>	✓	CR HRS
<b>BUS 302 – Principles of Financial Management (3)</b> [Prereqs: ACC 211, ACC 212, ECO 201, ECO 202, ECO 213, MAT 113]		
<b>BUS 312 – Principles of Marketing (3)</b> [Prereqs: ACC 211 & ECO 201]		
<b>BUS 322 – Principles of Operations Management (3)</b> [Prereqs: ECO 213 & MAT 113]		
<b>BUS 331 – Business, Ethics, and Society (3)</b> [Prereq: completion of at least 48 hrs. of college level coursework]		
<b>MIS 352 – Principles of Management Information Systems (3)</b> [Prereq: completion of at least 48 hrs. of college level coursework]		
<b>MGT 310 – Managing Organizational Behavior (3)</b> [Prereq: completion of at least 48 hrs. of college level coursework]		
<b>MGT 488 – Strategic Management: The Capstone (3)</b> [Prereq: All other college core courses and in final semester or within 12 hrs. of graduation]		
<i>*A minimum grade of C- is required in ALL core courses EXCEPT MGT 488 (min. grade of C). A minimum cumulative GPA of 2.0 is needed in all college core courses.</i>		
<b>BBA Marketing Concentration Courses (15 hours)</b>	✓	CR HRS
<b>MKT 431 – Consumer Behavior</b> [Prereq: BUS 312] (3)		
<b>MKT 432 – Research Methods for Marketing</b> [Prereq: ECO 213, BUS 312] (3)		
Select two of the following (or other MKT electives approved by the program): [Prereq for all: BUS 312]		
<b>MKT 430 – Topics in Marketing (3); MKT 433 – Intro to Marketing Mgmt (3); MKT 434 – Brand Mgmt (3);</b>		
<b>MKT 435 – Sales and Sales Mgmt (3); MKT 436 – Marketing Promotions (3); MKT 437 – Advertising (3)</b>		
<b>MKT 438 – International Marketing (3) MKT 439 – Retail Management (3)</b>		
<b>**Upper Division CBM course (ACC, BUS, ECO, MGT, MIST, and MKT) (3)</b>		
<i>*Cumulative grade point average of at least 2.0 across all courses required for the major. **College core and ECCE courses may not be used to fulfill these requirements. Prereqs dependent on course-see course description.</i>		
<b>General Electives</b>	✓	CR HRS
<b>120 Total Credits</b>		
<b>48 Upper Division Credits</b>		

Access your DARS Audit at: <http://www.uis.edu/registration/graduation/degreeaudits/html>