

College of Business Degree Program Track

'11 - '13 Catalog

B.A.B. Area: MARKETING

NAME: _____

Last			First			Middle Initial			M#		
University Studies Requirements			Business Core Requirements			Area, Major, Business Elective, or Other					
Dept./Course No.	Hours	Grade	Dept./Course No.	Hours	Grade	Dept./Course No.	Hours	Grade			
*ENG 105	4		*ACC 200	3		JMC 394 or MKT 460	3				
*COM 161	3		*ACC 201	3		MKT 463	3				
SCI + LAB	4		BUS 099	1		MKT 565	3				
*MAT 120	4		*BUS 215	3		MKT 568	3				
*MAT 220	3		BUS 355	3		Marketing Electives					
*HUM 211	3		BUS 442	3			3				
*CIV 201 or CIV 202	3		*CIS 243	2			3				
**World's Historical, Literary, and Philosophical Traditions Elective	3		CIS 343	2			3				
Foreign Language (see note)	3		ECO 310	3		***Business Electives					
Foreign Language (see note)	3		FIN 330	3			3				
**Global Awareness, Cultural Diversity, and the World's Artistic Traditions Elective	3		*LST 240	3		Unrestricted Electives					
**Ethics, Social Responsibility, and Civic Engagement Elective	3		MGT 350	3			3				
			MGT 443	3			3				
			MGT 590	3			1				
			MKT 360	3							
*ECO 230	3										
*CSC 199	3										
*ECO 231	3										
SUBTOTAL HOURS: 48			SUBTOTAL HOURS: 41			SUBTOTAL HOURS: 31					

ADMISSION REQUIREMENTS	Other Requirements																				
<p>During the second semester of the sophomore year students must contact their advisor to initiate admission to one of the AACSB accredited business programs. Students seeking admission to upper-division courses who have not completed all of the required pre-admission course work will be allowed to pre-register for upper-division courses if they satisfy the minimum grade point average requirements at the time of application and if they are concurrently enrolled in the courses necessary to complete the pre-admission requirements. Failure to meet all requirements for admission will result in denial of admission to the college; students denied admission will not be admitted to upper-division classes. Students may appeal to an appeals committee.</p> <p>The admission standards are as follows:</p> <p>1) Applicant must have completed the following pre-admission courses with a combined GPA of 2.25:</p> <table border="0"> <tr> <td>ACC 200</td> <td>HUM 211</td> </tr> <tr> <td>ACC 201</td> <td>LST 240</td> </tr> <tr> <td>*BUS 215</td> <td>*MAT 120</td> </tr> <tr> <td>CIS 243 (with a minimum grade of C)</td> <td></td> </tr> <tr> <td>CIV 201 or CIV 202</td> <td>MAT 220</td> </tr> <tr> <td>COM 161</td> <td></td> </tr> <tr> <td>CSC 199</td> <td></td> </tr> <tr> <td>ECO 230</td> <td></td> </tr> <tr> <td>ECO 231</td> <td></td> </tr> <tr> <td>ENG 105 (with a minimum grade of C)</td> <td></td> </tr> </table> <p>(2) Applicant must have a minimum overall GPA of 2.0.</p>	ACC 200	HUM 211	ACC 201	LST 240	*BUS 215	*MAT 120	CIS 243 (with a minimum grade of C)		CIV 201 or CIV 202	MAT 220	COM 161		CSC 199		ECO 230		ECO 231		ENG 105 (with a minimum grade of C)		<p>[] 2.0 GPA in courses taken at Murray State University.</p> <p>[] 2.0 GPA in area, major/minor taken at Murray State University.</p> <p>[] Includes at least 32 semester hours at Murray State University.</p> <p>[] Includes at least 20 of the last 32 semester hours in residence at Murray State University.</p> <p>[] Includes minimum of 120 unduplicated semester hours earned in courses numbered 100 or above.</p> <p>[] Includes 42 upper-level hours.</p> <p>[] 2.0 GPA overall.</p>
ACC 200	HUM 211																				
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CSC 199																					
ECO 230																					
ECO 231																					
ENG 105 (with a minimum grade of C)																					

*Required for B & PA Admission

**Refer to the back of this page for lists of classes in these categories.

***Select from ACC, BPA, CIS, ECO, FIN, JMC 391, 394, LST 540, MGT, MKT, OSY, POL 542, or RES, approved by advisor. MGT 250 and MKT 260 do not apply toward this area. A maximum of 3 hrs cooperative education credit counts toward the degree.

Note: Students pursuing the BAB degree MUST complete four semesters (12 hours) of college study of a single foreign language (exclusive of 105) or demonstrate equivalent proficiency.