

Arthur J. Bauernfeind College of Business Degree Program Track
 '13 - '14 Academic 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 with a grade of C or better	4		*ACC 200	3		JMC 394 or MKT 460	3	
*COM 161	3		*ACC 201	3		MKT 463	3	
**Science course with lab	4		*BUS 215	3		MKT 565	3	
**Mathematics or Science course (SIMQS)	3		BUS 355	3		MKT 568	3	
*MAT 220 or MAT 250	3		BUS 442	3		Marketing Electives		
*HUM 211	3		*CIS 243 with a grade of C or better	2			3	
*CIV 201 or CIV 202	3		CIS 343	2			3	
Foreign Language (see note)	3		ECO 310	3			3	
Foreign Language (see note)	3		FIN 330	3		***Business Elective	3	
**Global Awareness, Cultural Diversity, and the World's Artistic Traditions Elective (GACDWAT)	3		FTR 099	1		Unrestricted Electives		
**Ethics, Social Responsibility, and Civic Engagement Elective	3		LSC 343	3			3	
			*LST 240	3			3	
			MGT 350	3			3	
*ECO 230	3		MGT 590	3			2	
*CSC 199	3		MKT 360	3				
*ECO 231	3							
SUBTOTAL HOURS:	44		SUBTOTAL HOURS:	41		SUBTOTAL HOURS:	35	

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 style="width: 100%; border: none;"> <tr> <td style="width: 50%;">ACC 200</td> <td style="width: 50%;">HUM 211</td> </tr> <tr> <td>ACC 201</td> <td>LST 240</td> </tr> <tr> <td>BUS 215</td> <td>MAT 220 or 250</td> </tr> <tr> <td colspan="2">CIS 243 (with a grade of C or better)</td> </tr> <tr> <td colspan="2">CIV 201 or 202</td> </tr> <tr> <td colspan="2">COM 161</td> </tr> <tr> <td colspan="2">CSC 199</td> </tr> <tr> <td colspan="2">ECO 230</td> </tr> <tr> <td colspan="2">ECO 231</td> </tr> <tr> <td colspan="2">ENG 105 (with a grade of C or better)</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 220 or 250	CIS 243 (with a grade of C or better)		CIV 201 or 202		COM 161		CSC 199		ECO 230		ECO 231		ENG 105 (with a grade of C or better)		<ul style="list-style-type: none"> [] 2.0 GPA overall [] 2.0 GPA in courses taken at Murray State University [] 2.0 GPA in area, major/minor [] Includes at least 40 hours at Murray State University [] Includes 42 upper-level hours [] Includes minimum of 120 unduplicated semester hours earned in courses numbered 100 or above
ACC 200	HUM 211																				
ACC 201	LST 240																				
BUS 215	MAT 220 or 250																				
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ECO 231																					
ENG 105 (with a grade of C or better)																					

*Required for admission to AACSB-accredited business programs
 **Refer to the back of this page for lists of classes in these categories.
 ***Select from ACC, BUS, CIS, ECO, FIN, LSC, JMC 391, 394, LST 440, MGT, MKT, POL 542, or RES, approved by advisor; not to exceed 9 hrs in any one area, with at least 18 hrs at 300 level or above. 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.