Arthur J. Bauernfeind College of Business Degree Program Track

2014 - 2015 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 100T	1		Unrestricted Electives		
			LSC 343	3			3	
**Ethics, Social Responsibility, and Civic Engagement Elective	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

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.

The admission standards are as follows:

1) Applicant must have completed the following pre-admission courses with a combined **GPA of 2.25**:

ACC 200
ACC 201
BUS 215
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)
HUM 211
LST 240
MAT 220 or 250

(2) Applicant must have a minimum overall GPA of 2.0.

Other Requirements

[ ] 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

*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.