

Arthur J. Bauernfeind College of Business Degree Program Track  
2016 - 2017 Academic Catalog  
**B.A.B. Area: MARKETING**

NAME: \_\_\_\_\_

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		(upper-level)	3																											
Foreign Language (see note)	3		ECO 310	3		(upper-level)	3																											
Foreign Language (see note)	3		FIN 330	3		***Business Elective																												
**Global Awareness, Cultural Diversity, and the World's Artistic Traditions Elective (GACDWAT)	3		BUS 100T	1			3																											
**Ethics, Social Responsibility, and Civic Engagement Elective	3		LSC 343	3		Unrestricted Electives																												
			*LST 240	3			3																											
			MGT 350	3			3																											
*ECO 230	3		MGT 590	3			3																											
*CSC 199	3		MKT 360	3			2																											
*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 <b>GPA of 2.25</b>:</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>CIS 243 (with a grade of C or better)</td> <td></td> </tr> <tr> <td>CIV 201 or 202</td> <td></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 grade of C or better)</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 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)		<table style="width: 100%; border: none;"> <tr> <td style="width: 33%;"><input type="checkbox"/> 2.0 GPA overall</td> </tr> <tr> <td><input type="checkbox"/> 2.0 GPA in courses taken at Murray State University</td> </tr> <tr> <td><input type="checkbox"/> 2.0 GPA in area, major/minor</td> </tr> <tr> <td><input type="checkbox"/> Includes at least 40 hours at Murray State University</td> </tr> <tr> <td><input type="checkbox"/> Includes 42 upper-level hours</td> </tr> <tr> <td><input type="checkbox"/> Includes minimum of 120 unduplicated semester hours earned in courses numbered 100 or above</td> </tr> </table>			<input type="checkbox"/> 2.0 GPA overall	<input type="checkbox"/> 2.0 GPA in courses taken at Murray State University	<input type="checkbox"/> 2.0 GPA in area, major/minor	<input type="checkbox"/> Includes at least 40 hours at Murray State University	<input type="checkbox"/> Includes 42 upper-level hours	<input type="checkbox"/> Includes minimum of 120 unduplicated semester hours earned in courses numbered 100 or above
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\*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.**