

**Arthur J. Bauernfeind College of Business Degree Program Track**  
**2016 - 2017 Academic Catalog**  
**B.S.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		(upper-level)	3										
**Global Awareness, Cultural Diversity, and the World's Artistic Traditions Elective (GACDWAT)	3		ECO 310	3		(upper-level)	3										
**Ethics, Social Responsibility, and Civic Engagement Elective	3		FIN 330	3		***Business Electives											
			BUS 100T	1			3										
*ECO 230	3		LSC 343	3			3										
*CSC 199	3		*LST 240	3			3										
*ECO 231	3		MGT 350	3		Unrestricted Electives											
			MGT 590	3			3										
			MKT 360	3			3										
							3										
							2										
SUBTOTAL HOURS:			38			SUBTOTAL HOURS:			41			SUBTOTAL HOURS:			41		

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>[ ] 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</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>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 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)		
ACC 200	HUM 211																				
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ECO 230																					
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.