

**Arthur J. Bauernfeind College of Business Degree Program Track**  
**2017 - 2018 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		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 Elective		
*ECO 230	3		BUS 100T	1			3	
*CSC 199	3		LSC 343	3			3	
*ECO 231	3		*LST 240	3			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>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>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)		<p>[ ] 2.0 GPA overall</p> <p>[ ] 2.0 GPA in courses taken at Murray State University</p> <p>[ ] 2.0 GPA in area, major/minor</p> <p>[ ] Includes at least 40 hours at Murray State University</p> <p>[ ] Includes 42 upper-level hours</p> <p>[ ] Includes minimum of 120 unduplicated semester hours earned in courses numbered 100 or above</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)																					

\*Required for admission to AACSB-accredited business programs  
 \*\*Refer to the back of this page for lists of classes in these categories.

\*\*\* Choose from: MKT 285, 361, 369, 390, 462, 475, 488, 489, 564, 578, 585, 595.