MARKETING	KETING 2009-2010 Catalog		Name					
ollege of Business and Economics	of Business and Economics 2/09			Advisor				
				. 0	D 1 1		1 2000	10
his worksheet is intended to be used eneral Catalog. Refer to Degree Aug	-		-	_		-	he 2009-	10
eneral Catalog. Refer to Degree Au	an for specific re	equirement	is and seek t	ne advice of your ad	visor for ques	tions.		
□ GPA Requirement Sa	atisfied							
□ Major Requirements								
□ Core Curriculum Red		atisfied		□ UI Core	□ Stat	e Board	Core	
□ General Core Studies	•							
						Credit	Earned	Sem/
ORE CURRICULUM						Hours	Credits	Year
ommunication: Comm 101 - Fundamentals of Public	Specking					_		
Comm 101 - Fundamentals of Public	Speaking					2		
nglish Composition: Engl 102 - College Writing and Rhe	otorio (muouag is Er	u = 101 ou a	mmuomuiata C	AT/ACT gagge)				
Engl 102 - College writing and Rhe	cione (prereq is Er	ng 101 or a _l	ppropriate SA	11/AC1 score)		3		
select two from Degree Audit choice	(Fan III Cana		i4la 1alaa		CODC Fam			
State Board Core, must have at least	,	must nave t	wo with labs	of one with fab and on	e CORS. FOI	4		
If Envs 101 is taken here, it also		E Environ	mental relat	ed course requireme	nt.	3 or 4		
· ·				*		7 or 8		
athematics:								
Math placement based on SAT/ACT STAT 251 (required for IBC).	scores. Must hav	e 3 credits l	beyond Math	108. MATH 143 is a ₁	orereq to	2		
STAT 251 (required for IBC).						3		
				Total Core Currici	lum Credits	15-16		
ENERAL CORE STUDIES						i e		
ease refer to Degree Audit for lists of a		,						
Social Science Requirement - (Core			or UI Core) o	r (SS elective for State	Board Core)	3 or 4		
Humanities Requirement - (Core Dis	•					3		
International Course (Required for U		year, for o	1 core) or (11	uni cicciive foi State E	ouru corej	3 or 4		
		0hil 102)				3 01 4		
Additional Course in Humanities (can be satisfied by Phil 103)					_			
 □ Additional Course in Social Science (can be satisfied by Econ 201, 202 or 272) □ Additional Course in Social Science or Humanities (can be satisfied by CBE Senior Capstone, Bus 490) 					3 or 4			
Additional Course in Social Science	or Humanities (ca	in be satisfic	ed by CBE Se	enior Capstone, Bus 49	0)	<u>3</u>		
			To	tal General Core Stı	dies Credits	18-21		
			10	an General Core St.		10 21		
I D I E GDEG I								
ecial Rules For CBE Students * Before proceeding to any upper of	division sources (200 400 lov	rol A aut Play	v. Dug on Foon) stude	nta in the CDI	Z must samm	loto and r	2000 04
least 58 semester credit hours and						z must comp	iete anu p	Jass at
					·			
Note: Non-CBE majors must have co	ompleted 58 total	credits befo	re proceeding	to upper division cour	ses, but are ex	empt from the	e 2.35 rule	e.
Predictor Courses	Hours	Grade	Points	TRANSFER S				
Accounting 201 & 202	3+3			Credits Tra				
Blaw 265 Economics 272 <i>or</i> 201 & 202	$\frac{3}{4 \text{ or } 3 + 3}$			Date of E	valuation: valuator:			
Statistics 251	3				or Degree:			
TOTALS	14-18			1110	, Dog. 00.			
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	<u>'</u>		1	1				
		Γ	>2.35]					
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CB	E COMMON DDOCDAM DECLUDEMENTS.	Credit	Earned	
	E COMMON PROGRAM REQUIREMENTS:	Hours	Credits	Year
	Bus 100/101 - The World of Business	1 or 3		
	Comm 101 - Fundamentals of Public Speaking (Communications)	2		
	Phil 103 - Ethics (Humanities)	3		
	Literature Elective - 1 Class, see Degree Audit for choices.	3		
	Environmental Related Course - 1 Class, see Degree Audit for choices.	3		
	Additional Writing Course - 1 Class in Engl 207 or 208 or 209 or 313 or 317	3		
	Math Course - Placement based on SAT/ACT scores. Must have 3 credits beyond Math 108.	3		
	Statistics Course - Stat 251 or 301 (prereq is Math 143 or higher)	3		
ш	Additional Math or Statistics Course - see Degree Audit for choices	3 or 4		
	*If Stat 433/Econ 453 is used here, it cannot be used to satisfy the Upper-Division Econ Requirement	3 01 4		
_		2		
	Accounting 201 - Intro to Financial Accounting	3		
	Accounting 202 - Intro to Managerial Accounting	3		
	BLaw 265 - Legal Environment of Business	3		
	Economics - Econ 272 (Foundations) or Econ 201 (Macro) & Econ 202 (Micro) - (Social Science)	4 or 3 + 3		
B				
st S	emester Integrated Business Curriculum (IBC) courses must be taken concurrently.			
	Acct 310 – Accounting for Business Decisions I	2		
	Bus 339 - Spreadsheet Modeling	1		
	Bus 340 – Team Building and Group Dynamics	2		
	7 7 7			
	Bus 341 – Business Systems	4		
	Bus 342 – Product and Process Planning	3		
	Econ 340 – Managerial Economics	2		
nd S	emester Integrated Business Curriculum (IBC) courses must be taken concurrently.			
	(Prereq: Bus 340, 341, 342, Acct 310 and Econ 340)			
	Bus 343 – Planning & Decision Making in Organizations	2		
	Bus 344 – Managing the Firm's Resources	3		
	Bus 345 – Business Operating Decisions	3		
	Upper-division Economics Elective (not part of IBC) - Econ 385 may be used to satisfy the upper-division			
	economics elective requirement OR the environmental related course requirement, but not both.	3		
Seni	or Capstone Course			
	Bus 490 – Strategic Management (Recommended during your final semester)	<u>3</u>		
MA	AJOR in MARKETING			
	*Check with your advisor to see if any of the classes are offered only one semester. Bi-semester courses may be subj **Refer to Degree Audit for prerequisite requirements	ect to change		
	D 444 D D 1 ' (D 444 D D 444)			
	Bus 324 - Buyer Behavior (Bus 321 or prereg or coreg Bus 343)	3		
	Bus 324 - Buyer Behavior (Bus 321 or prereq or coreq Bus 343) Bus 421 - Marketing Research and Analysis (Stat 251 and Bus 321; or prereq or corea Bus 343)			
	Bus 421 - Marketing Research and Analysis (Stat 251 and Bus 321; or prereq or coreq Bus 343	3		
	Bus 421 - Marketing Research and Analysis (Stat 251 and Bus 321; or prereq or coreq Bus 343 Bus 428 - Marketing Management (MUST have taken Bus 324, 421, and one Tier 1 marketing elective)	3		
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