

**Bachelor of Science in Business:  
Marketing Option Worksheet 2015-2016**

**1<sup>st</sup> Year**

<b>Fall Semester</b>		
_____ BGEN194US – Bus & Eship Fund	3	
<small>***Students transferring into the JJCBE who have already earned US credit must take BGEN 204 instead of BGEN 194US</small>		
_____ ECNS 101IS – Econ Way of Thinking	3	
<small>***Pre-req for ECNS 202 &amp; ECNS 204</small>		
_____ U-Core or Non-Bus/Non-Econ Elecs	9	
	15	

<b>Spring Semester</b>		
_____ ECNS 202 – Macroeconomics	3	
_____ M 161Q – Survey of Calculus	4	
_____ U-Core or Non-Bus/Non-Econ Elecs	8	
	15	

**2<sup>nd</sup> Year**

<b>Fall Semester</b>		
_____ ACTG 201 – Prin of Acct I	3	
_____ BMGT 205 – Prof Bus Comm	3	
_____ STAT 216Q – Elem Stats	3	
_____ U-Core or Non-Bus/Non-Econ Elecs	6	
	15	

<b>Spring Semester</b>		
_____ ECNS 204IS – Microeconomics	3	
_____ ACTG 202 – Mgmt Acct	3	
_____ BMIS 211 – Bus Dec Support	3	
_____ STAT 217 or BMGT 240IS	3	
_____ U-Core or Non-Bus/Non-Econ Elecs	3	
	15	

**Requirements:**

**Apply for Formal Admission to the JJCBE**

\_\_\_\_\_ Junior Standing (60 credits)  
 \_\_\_\_\_ 'C-' or better in all Business Pre-Core courses  
 \_\_\_\_\_ Score of 3 or better on WorkKeys Exam  
 \_\_\_\_\_ 2.50 or better cumulative GPA

**Applications due May 1 & December 1 each year**  
 Students must be formally admitted to enroll in upper-division option courses (those denoted in **BOLD AND ASTERISK**).  
**Applications from students with GPAs below 2.50 will not be considered.**



- Keep in mind:**
- Declare your credentials (2<sup>nd</sup> option, minors)
  - Plan ahead for study abroad
  - Check your non-bus/non-econ elective count (in DegreeWorks)

**3<sup>rd</sup> Year**

<b>Fall Semester</b>		
_____ BMGT 335 – Mgmt & Org	3	
_____ BGEN 302 or BGEN 303	1	
_____ BMIS 311 – Mgmt Info Systems	3	
_____ BMKT 325 – Marketing	3	
_____ U-Core or Non-Bus/Non-Econ Elecs	5	
	15	

<b>Spring Semester</b>		
_____ BMGT 322 – Op Mgmt	3	
_____ BFIN 322 – Finance	3	
_____ BGEN 361 – Business Law	3	
_____ <b>*BMKT 342R – Market Research</b>	<b>3</b>	
_____ <b>*BMKT 337 – Consumer Behavior</b>	<b>3</b>	
	15	

**4<sup>th</sup> Year**

<b>Fall Semester</b>		
_____ <b>*BMKT 343 – Integ Mktg Comm</b>	<b>3</b>	
_____ <b>*BMKT 436 – Sales &amp; Sales Mgmt</b>	<b>3</b>	
_____ <b>*BMKT or AA Elective</b>	<b>3</b>	
_____ <b>*BMKT or AA Elective</b>	<b>3</b>	
_____ U-Core or Non-Bus/Non-Econ Elecs	3	
	15	

<b>Spring Semester</b>		
_____ <b>*BGEN 499 – Sr Strategy Seminar</b>	<b>4</b>	
_____ <b>*BMKT 499 – Capstone: Mktg Mgmt</b>	<b>3</b>	
_____ <b>*BMKT or AA Elective</b>	<b>3</b>	
_____ U-Core or Non-Bus/Non-Econ Elecs	5	
	15	



**Degree Requirements:**

- University Core 2.0
- JJCBE Degree Requirements
- Marketing Electives

<b>Total Credits:</b>	<b>120</b>
<input type="checkbox"/> Upper-Division Credits	42
<input type="checkbox"/> Non-Business/Non-Economics Elecs	54

**University Core 2.0**

_____ BGEN 194 US	University Seminar (US)	3
_____ WRIT 101W	Writing (W)	3
_____ M 161Q	Quant Reasoning (Q)	3
_____	Diversity (D)	3
_____	Contemp Issues in Sci (CS)	3
_____	Arts (IA/RA)	3
_____	Humanities (IH/RH)	3
_____ ECNS 204IS	Social Science (IS)	3
_____	Natural Sci (IN/RN)	3
_____ BMKT 342R	Research/Creative Exp (R)	3

**Take 2 Marketing (BMKT) Electives:**

_____ BMKT 420 – Integ Online Mktg	3	Fall/Spring
_____ BMKT 441 – Int'l Mktg	3	Spring
_____ BMKT 444 – Retail Mgmt	3	Fall
_____ BMKT 446 – Mktg for Entrep	3	Fall
_____ BMKT 447 – Mktg Mix Design	3	On Demand
_____ BMKT 490 – Ugrad Research*	3	Fall/Spring
_____ BMKT 498 – Internship*	3	Fa/Sp/Su
_____ BMGT 405 – Supply Chain	3	Fall

\*Counts as 1 elective

**Take 1 Advisor Approved (AA) Elective:**

- 300-400 level
- Career related
- Pre-approved by advisor and in addition to University Core 2.0

**Non-Business/Non-Economics Electives:**

54 credits must be non-business/non-economics rubrics (although ECNS 101IS, ECNS 202, ECNS 204IS, BMGT 240IS may be included)



# Policies

- Grades of 'C-' or better are required to satisfy requirements for pre-requisite and required courses in majors, minors, and for all core requirements.
- Any upper-division required business or business option course(s) in which a student earns an unsatisfactory grade (D+, D, D-, or F) must be repeated at MSU-Bozeman. A transfer course may not be used to fulfill a degree requirement in which a student earned an unsatisfactory grade at MSU-Bozeman.

## JCBE Residency Policy:

- Minimum 12 credits/4 courses of upper-division courses (BMKT, ACTG, BMGT, BFIN)	12
- Minimum 12 credits/4 courses of upper-divisions required courses (BGEN 302, 361; BFIN 322; BMGT 322, 335; BMIS 311, BMKT 325)	12
- <u>BGEN 499</u>	<u>4</u>
Total Credits in Residency at MSU Bozeman	28

We, the students of the Jake Jabs College of Business & Entrepreneurship, understand that in choosing to enroll at MSU we are investing in our professional futures. Therefore, we proudly commit to the following Code of Excellence:

**P**erformance: I am accountable and take pride in my own learning and conduct.

**R**espect: I treat with respect all members of my community, including peers, staff and faculty.

**I**ntegrity: I am ethical in all that I do.

**D**iligence: I do my best work at all times.

**E**ngagement: I challenge myself to invest proactively in my academic, professional and personal development.

## Student PRIDE Code of Excellence