

Bachelor of Science in Business:

**Marketing Option Worksheet 2017-2018**

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

Fall Semester		
_____	BGEN104US – Bus & Eship Fund	3
***Students transferring into the JJCBE who have already earned US credit must take BGEN 204 instead of BGEN 104US		
_____	ECNS 101IS – Econ Way of Thinking	3
_____	U-Core or Non-Bus/Non-Econ Elecs	9
		15

Spring Semester		
_____	ECNS 202 – Macroeconomics	3
_____	M 161Q – Survey of Calculus	4
_____	U-Core or Non-Bus/Non-Econ Elecs	9
		16

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

Fall Semester		
_____	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

Spring Semester		
_____	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
- \_\_\_\_\_ 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**

Fall Semester		
_____	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	6
		16

Spring Semester		
_____	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**

Fall Semester		
_____	<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

Spring Semester		
_____	<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	3
		13



**Degree Requirements:**

**University:**

- 120 Total Credits
- 42 Upper-Division Credits
- University Core 2.0
- 2.00 Cumulative MSU GPA

**JJCBE:**

- Pre-Business
- Common Body of Knowledge (CBK)
- BMKT Required & Electives
- 54 credits Non Business/Non Econ

**University Core 2.0**

BGEN 104US	University Seminar (US)	3
WRIT 101W	Writing (W)	3
M 161Q	Quant Reasoning (Q)	3
	Diversity (D)	3
	Contemp Issues in Sci (CS)	3
	Natural Sci (IN/RN)	3
	Inquiry to Arts (IA)	3
	Humanities (IH/RH)	3
ECNS 101IS	Social Science (IS)	3
BMKT 342R	Research/Creative Exp (R)	3

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

BMKT 406 – Adver Camp Dev*	3	Fall/Spring
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 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)



# JJCBE 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.

## JJCBE Residency Policy:

**The following 28 credits must be taken at MSU:**

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>
<b>Total Credits in Residency at MSU Bozeman</b>	<b>28</b>

## Academic Planning is ESSENTIAL for timely graduation:

### Plan for strictly enforced pre-requisites

- You can see pre-requisites in DegreeWorks or in the online course catalog
- The computer WILL NOT let you register for a course for which you don't have the pre-requisite

### Complete your junior courses (300-level) before your senior courses (400-level)

#### Watch out for:

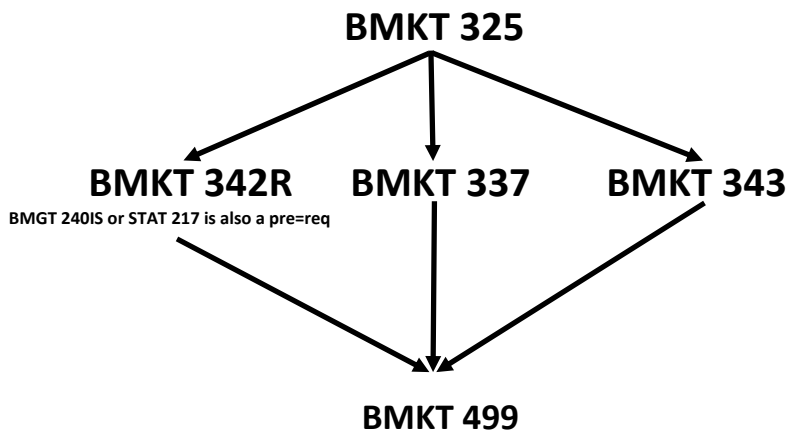
- Courses offered in only the *fall or spring semesters*
- More restricted day/time options
- Single section offerings
- Use MyInfo or DegreeWorks to check for semesters of offering & section numbers

### Non-business/non-economics electives:

- 45% of 120 (54 credits) required
- Use DegreeWorks to track your progress
- Don't leave them until your senior year!

## MARKETING COURSE SEQUENCE:

### Plan for pre-reqs



## Common Body of Knowledge Courses:

BFIN 322-*Finance*  
 BGEN 361-*Business Law*  
 BMGT 335-*Mgmt & Organizations*  
 BMIS 311-*Information Systems*  
 BMGT 322-*Operations Mgmt*  
 BMKT 325-*Marketing*

**= prerequisites for  
BGEN 499-Senior Thesis/Capstone: Strategy Seminar**

**No concurrent enrollment is allowed!**