

**Bachelor of Science in Business:  
Marketing Option Worksheet 2020-2021**

<b>1<sup>st</sup> Year</b>	<b>Fall</b>	_____ BGEN104US – Bus & Eship Fund	3	<b>Spring</b>	_____ ECNS 202 – Macroeconomics	3
		***Students transferring into Jabs who have already earned US credit must take BGEN 204 instead of BGEN 104US			_____ M 161Q – Survey of Calculus	4
		_____ ECNS 101IS – Econ Way of Thinking	3		_____ U-Core or Non-Bus/Non-Econ Elecs	9
		_____ U-Core or Non-Bus/Non-Econ Elecs	9			16
			15			

<b>2<sup>nd</sup> Year</b>	<b>Fall</b>	_____ ACTG 201 – Prin of Acct I	3	<b>Spring</b>	_____ ECNS 204IS – Microeconomics	3
		_____ BMGT 205 – Prof Bus Comm	3		_____ ACTG 202 – Mgmt Acct	3
		_____ STAT 216Q – Intro to Stats	3		_____ BMIS 211 – Sprdshts & Databases	3
		_____ U-Core or Non-Bus/Non-Econ Elecs	6		_____ STAT 217 or BMGT 240IS	3
			15		_____ U-Core or Non-Bus/Non-Econ Elecs	3
						15

**Requirements:****Apply for Admission to Jabs**

- \_\_\_\_\_ Junior Standing (60 credits)
- \_\_\_\_\_ 'C-' or better in all Foundation Courses (see above)
- \_\_\_\_\_ 2.50 or better Cumulative GPA

**Rolling application processing during advising & registration:**  
**October/November for Spring admission**  
**March/April for Summer/Fall admission**  
 Students must be admitted to enroll in upper-division option courses (those denoted in **BOLD AND ASTERISK**).

**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)

<b>3<sup>rd</sup> Year</b>	<b>Fall</b>	_____ BMGT 335 – Mgmt & Org	3	<b>Spring</b>	_____ BMGT 322 – Op Mgmt	3
		_____ BGEN 302-Career Perspectives	1		_____ BFIN 322 – Finance	3
		_____ BMIS 311 – Mgmt Info Systems	3		<b>*BMKT 343-Integ Mktg Comm</b>	<b>3</b>
		_____ BMKT 325 – Marketing	3		<b>*BMKT 342R – Market Research</b>	<b>3</b>
	_____ U-Core or Non-Bus/Non-Econ Elecs	6		<b>*BMKT 337 – Consumer Behavior</b>	<b>3</b>	
			16			15

<b>4<sup>th</sup> Year</b>	<b>Fall</b>	_____ BGEN 361 – Business Law	3	<b>Spring</b>	<b>*BGEN 499 – Sr Strategy Seminar</b>	<b>4</b>
		<b>*BMKT 436 – Sales &amp; Sales Mgmt</b>	<b>3</b>		<b>*BMKT 499 – Capstone: Mktg Mgmt</b>	<b>3</b>
		<b>*BMKT or AA Elective</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
	_____ U-Core or Non-Bus/Non-Econ Elecs	3				13
			15			

**Degree Requirements:****University:**

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

**Jabs:**

- Foundation
- 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 (6 credits):**

† BMKT 406-Adv Camp Dev	3	Fall/Spr
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 484-Internet Mktg Pract	3	Spring
BMKT 485-Applied Mktg Strat	3	Fall
BMKT 491-Special Topics	3	varies
† BMKT 498-Internship	3	Fa/Sp/Su
BMGT 405-Supply Chain	3	Fall
BGEN 365-Int'l Practicum	3	Spring
† GDSN 378-Guerilla Advtsgng	5	Summer

† Counts as 1 elective

**Take 1 Advisor Approved (AA) Elective (3 credits):**

- 300-400 level, career related, pre-approved by advisor, & in addition to University Core

**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)



### **Academic Planning is ESSENTIAL for timely graduation:**

Grades of 'C-' or better are required to satisfy requirements for pre-requisite and required courses in majors, minors, and for all university core requirements.

#### **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

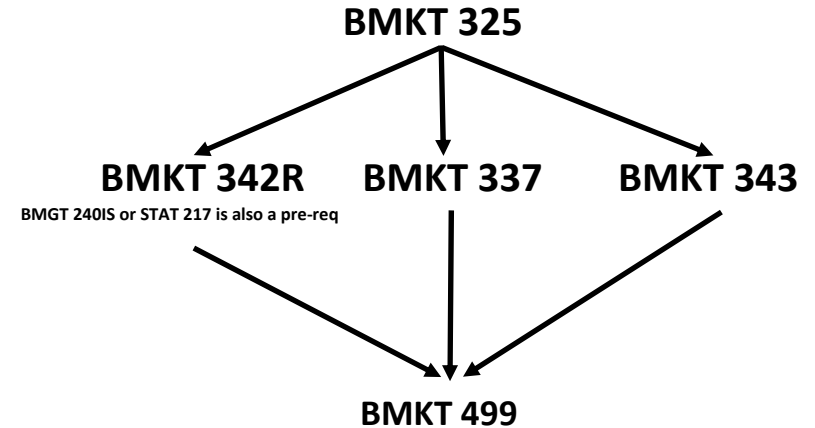
#### **Non-business/non-economics electives:**

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

**Jabs Residency Policy:** Of the upper-division credits required for business students, at least 18 credits and BGEN 499 (4 credits) must be taken in residence at the Jabs (not transferred from another institution).

## **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!***