

MARKETING

BBA DEGREE (2009 - 10 CATALOG)

Prior to enrolling in any course, you must meet all pre-requisites (refer to the [2009-10 Undergraduate online catalog at http://www.radford.edu/Catalog/Current/Contents.pdf](http://www.radford.edu/Catalog/Current/Contents.pdf)).

LOWER DIVISION

<u>YEAR</u>	<u>FALL SEMESTER</u>		<u>SPRING SEMESTER</u>	
	<u>COURSE</u>	<u>CR HRS</u>	<u>COURSE</u>	<u>CR HRS</u>
Freshman	CORE 101 ♥	3	CORE 102 ♥	3
	Soc & Beh Sci ECON 105 ♥♥	3	Elective	3
	Natural Science ♥♥	4	US Perspectives ▶	3
	Global Perspectives ▶	3	Math Sci MATH 126/151 ♥♥	3
	ITEC 100	3	Hum/FA/For Lang ▶▶	3/4
	16		15/16	
Sophomore	CORE 201 ♥	3	CORE 202 ♥	3
	ACTG 211	3	ACTG 212	3
	Math / Nat Sci STAT 200 ▶▶	3	Vis & Perf Arts ♥♥	3
	Soc & Beh/Hlth ECON 106 ▶▶	3	Elective	3
	BLAW 203	3	Humanities ♥♥	3
	15		15	

UPPER DIVISION

CHECK UNDERGRADUATE CATALOG FOR ANY PREREQUISITES

Junior	ECON 340	3	MKTG 350	3
	MGNT 322	3	MGNT 357 (pre-req to 428)	3
	MKTG 340 (pre-req to 428)	3	Required Major Course **	3
	FINC 331(pre-req to 428)	3	Required Major Course **	3
	MGNT 333 (pre-req to 357)	3	Elective (see 🎵 below)	3
	15		15	
Senior	MKTG 445	3	MGNT 428	3
	MKTG 446	3	Elective (see 🎵 below)	3
	Required Major Course **	3	Elective (see 🎵 below)	3
	Required Major Course **	3	Elective (see 🎵 below)	3
	Elective (see 🎵 below)	3	Non-business Elective	1/2*
	15		13/14	

** Marketing Major Course Selections (choose four courses from the following list):

MKTG 341..... MKTG 342.... MKTG 343.... MKTG 344.... MKTG 345....
MKTG 360. MKTG 440.... MKTG 444.... MKTG 452.... MKTG 481.... (Study Abroad)
MKTG 490 (Marketing Internship).. MKTG 471..... (May be taken for a max of 6 hours)

CORE REQUIREMENTS (See 2009-10 catalog for approved courses. Any course listed in a "BOX" above can be used to satisfy that area.

♥ University Core A Requirement
♥♥ University Core B Requirement

▶ College Core A Requirement
▶▶ College Core B Requirement

DEGREE REQUIREMENT NOTES

- 120 credit hours is the minimum to meet graduation requirements.
- A 2.0 minimum is required in the MAJOR **and** CUMULATIVE gpa to meet graduation requirements.
- **Courses in BOXES above are PRE-BUSINESS** courses and requires a 2.0 cumulative gpa (see catalog for pre-business policy).
- **MAJOR GPA** is computed using the following classes: BUSINESS CORE, ECON 105 & 106, ITEC 100, and the required Major courses.
- **BUSINESS CORE** = BLAW 203, ACTG 211 & 212, ECON 340, FINC 331, MKTG 340, MGNT 322, MGNT 333, MGNT 357, & MGNT 428.
- At least **45 hours must be taken at Radford University to be eligible for graduation**, with 30 of the last 39 hours taken at RU. 50% of the semester hours required for this major must be taken at RU.
- **50% NON-BUSINESS POLICY** – At least 50% of the required hours for this degree must be non-business courses. ECON (105, 106 & 340) and MGNT 333 count as non-business courses. Only nine (9) hours of ECON courses can be counted as non-business.