MARKETING (0503M)
Junior-Senior (300-400 level) Courses

COLLEGE CORE REQUIREMENTS
(Effective Fall 1996)
Must be taken under Regular grading option.
Grade of C- or higher required.

<table>
<thead>
<tr>
<th>Credit/ Grade</th>
<th>BMGT 340 (Finance)</th>
<th>BMGT 350 (Marketing)</th>
<th>BMGT 364 (Management &amp; Org.)</th>
<th>BMGT 367 (Career) (effective Fall 1999)</th>
<th>BMGT 380 (Business Law)</th>
<th>BMGT 495 (Business Policies)</th>
</tr>
</thead>
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**TOTAL 16**

UPPER LEVEL ECONOMICS REQUIREMENTS
Must be taken under Regular grading option.
Grade of C- or higher required.

One of the following:
ECON 305, 306, 330 (formerly 430) ______3 ______
or 340 (formerly 440)

One of the following:
ECON 305, 306, 311, 315, 316, 317, 330 (formerly 430), 340 (formerly 440),
361, 370, 374, 375, 380, or
any 400-level ECON ______3 ______

**TOTAL 6**

REMARKS
____________________________________________
____________________________________________
____________________________________________

MAJOR REQUIREMENTS
(Effective Fall 2001)
Must be taken under Regular grading option.
Grade of C- or higher required.

<table>
<thead>
<tr>
<th>Credit/ Grade</th>
<th>BMGT 451 (Consumer Analysis)</th>
<th>BMGT 452 (Mkt Research Methods)</th>
<th>BMGT 457 (Mkt. Policies &amp; Strategies)</th>
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Three of the following:
BMGT 351, 353, 357 (3 cr. only),
372, 450\(^1\), 453, 454, 455, 484\(^2\),
498\(^1\), 498M\(^2\) ______3 ______

**TOTAL 18**

1BMGT498 (Integrated Marketing Comm.) was offered in Fall 1999/ Spring 2000/Fall 2000 in lieu of BMGT354 and 456. Effective Spring 2001, the # for this course will become BMGT450. BMGT450 is not open to students who have already completed Int. Mark.Comm.

2BMGT498M (Electronic Marketing) was offered in Fall 1998, Fall1999 & Fall 2000. Effective Spring 2001, the # for this course is BMGT484. BMGT484 is not open to students who have already completed Electronic Marketing under a different course number.

UNIVERSITY REQUIREMENTS
Must be taken under Regular grading option.
Grade of D- or higher required.

ENGL 394, 391, 392, 393, or 395 ______3 ______

Advanced Studies Core ______3 ______

- Cannot be a BMGT or ECON class
- Must be a 3 or 4-credit 300 or 400-level course
- Cannot be an experiential learning/skills class
- Required for ALL students

**TOTAL 6**

UPPER LEVEL (300-400) ELECTIVES
Any 300 or 400-level classes on campus. CAN be BMGT classes.
Grade of D- or higher required.

Any U/L Elective ______3 ______
Any U/L Elective ______3 ______
Any U/L Elective ______3 ______
Any U/L Elective ______3 ______

**TOTAL 12**

UPPER LEVEL HOURS - Minimum (58)
(57 Upper Level Hrs required prior to Fall 99)

LOWER LEVEL HOURS - Maximum (62)
(63 Lower Level Hrs allowed prior to Fall 99)

**TOTAL SEMESTER HOURS (120)**