

College of Business
WORKSHEET: BSBA Degree, Marketing, 2006-2008

Student: _____ **SS# or L#:** _____

University Core Requirements

English Composition, 6 credits			
ENG 101	3		
* ENG 102	3		

Literature, 3 credits			
ENG 231 or ENG 232	3		

Constitution, 3-6 credits			
US Constitution	3		
NV Constitution	1-3		

Math, 3 credits			
MATH 124 or higher	3		

Distribution Requirement, 18-19 credits			
<i>Humanities & Fine Arts, 9 cr.</i>			
* COM 101	3		
Humanities	3		
Humanities courses must be from two different areas.			
Fine Arts	3		
<i>Life & Physical Sciences & Analytical Thinking, 9-10 cr.</i>			
Science			
Science			
Must include one lab <input type="checkbox"/> Lab satisfied			
PHI 102	3		
<i>Social Sciences -- No additional credits required since this is satisfied with business requirements.</i>			

<input type="checkbox"/> Multicultural	<input type="checkbox"/> International		
For a list of courses that satisfy these requirements go to http://www.unlv.edu/committees/gec/ .			

Information Technology -- satisfied with IS 101

The GPA requirement for admission to the major is the minimum GPA requirement at the time of the student's admission to a business major, regardless of when the student matriculated to UNLV or the College of Business.

Students must activate the UNLV e-mail account at http://www.rebelmail.unlv.edu/activate_account.html.

- Associate degree from CCSN.
- AA degree from other NSHE community college.
- IS 101 & UD business courses considered only if taken within seven-years prior to admission to business program.
- 50% of credits earned must be from a four-year school.
- 62 credits must be earned in non-business courses.
- 39 of the 124 credits required for the degree must be UD.

Business Core, 44 credits

Minimum C (2.0) grade required in all business courses

Pre-major Business Courses 21 credits			
* BUS 101	3		
* ACC 201	3		
* ACC 202	3		
* ECON 102	3		
* ECON 103	3		
* ECON 261	3		
* IS 101	3		

Upper-division Business Core Courses, 23 credits			
BLW 302	3		
BUS 395	2		
FIN 301	3		
MGT 301	3		
SCM 352	3		
IS 301	3		
MKT 301	3		
BUS 496, 497, 498 (Capstone)	3		
Last-semester senior, grad. application; Choose one			

Major Courses, 27 credits			
MKT 312	3		
MKT 400	3		
MKT 495	3		
MKT elective	3		
MKT elective	3		
MKT elective	3		
MKT elective	3		
MKT elective	3		
MKT elective	3		
Special MKT elective (List on back.)	3		

Required by all Business Majors, 9 credits			
COM 102	3		
ENG 407A	3		
* MATH 132	3		

* *Pre-major courses*

Non-Business Electives (as required to earn 124 degree-applicable cr.)			
Maximum four credits of PE activity allowed			

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All businesses need marketers. The major in marketing prepares students for diverse job opportunities in the marketplace. Courses required include advanced studies in buyer behavior, marketing research, international marketing, and the development of marketing policies. The student has a wide range of choices for more specialized topics such as marketing communications and advertising, retailing, services, marketing, sales management, direct marketing, product planning, and international marketing.

Major Requirements, 27 credits

MKT 312 – Buyer Behavior
MKT 400 – Marketing Research
MKT 495 – Advanced Marketing Management
MKT elective (18 credits) – six major electives, which may be six upper-division MKT (not MKT 483 or MKT 490) courses *or* five MKT courses and one course from the following list.

Special Marketing Electives

- BUS 481—Business Internship
- COM 362 – Writing for Public Relations
- COM 374 – Copywriting
- COM 404 – Principles of Persuasion
- COM 461 – Issues in Advertising
- COM 467 – Advertising Campaigns
- ECON 302 – Intermediate Microeconomics
- HCA 330 – Strategic Planning/Marketing for Health Care Organizations
- HIST 428 – Role of Business in U.S. History
- IS 475 – Business Database Management
- MKT 483 – Marketing Internship
- MKT 490 – Marketing Independent Study
- PSY 433 – Culture and Personality
- PSY 442 – Psychology of Aging
- PSY 460 – Social Psychology
- SCM 474 – Purchasing Management
- SCM 477 – Logistics and Supply Chain Integration
- SOC 414 – Popular Culture
- GAM 440 – Casino Marketing

Major Course Prerequisites

Minimum C (2.0) grade required in the prerequisite in order to continue with subsequent courses

- MKT 312 – MKT 301
- MKT 400 – MKT 301; ECON 261 or equivalent
- MKT 495 – MKT 301, MKT 312, MKT 400; Sr. standing

- ◆ Admission to the major required to enroll in upper-division business courses. (Regardless of the catalog of matriculation, the College of Business limits non-business majors to a maximum of 39 credits of business courses.)
- ◆ Minimum C grade required to satisfy course prerequisites and degree requirements.
- ◆ College of Business Course-Repeat Policy: Students may take business courses a maximum of three times for degree applicability.

Suggested Academic Plan

Junior Year

<i>Fifth Semester</i>		<i>Sixth Semester</i>	
MKT 301	3 cr.	MGT 301	3 cr.
FIN 301	3	BLW 302	3
IS 301	3	MKT 312	3
ENG 407A	3	MKT 400	3
non-business elective	3	MKT elective	3

Senior Year

<i>Seventh Semester</i>		<i>Eighth Semester</i>	
SCM 352	3 cr.	BUS 496/7/8	3 cr.
BUS 395	2	MKT elective	3
MKT elective	3	Special MKT elective	3
MKT elective	3	MKT 495	3
MKT elective	3	non-business elective	3
non-business elective	3		

This is a suggested academic plan. Students may make adjustments and consult the current Undergraduate Catalog for course prerequisites.

- ◆ The number of non-business electives varies depending on the total credits used to meet requirements. A student should count the number of credits needed to meet degree requirements and subtract that from the minimum credits required to earn the degree (124). The difference is the number of non-business elective credits needed.
- ◆ The capstone course, BUS 496/7/8, must be taken in the last semester. Prerequisites: FIN 301, IS 301, MGT 301, MKT 301; initiation of the graduation application; be a last semester senior.