

**College of Business**  
**WORKSHEET: BSBA Degree, Marketing, 2008-2010**

**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 &amp; Fine Arts, 9 cr.</i>			
* COM 101	3		
Humanities	3		
Humanities courses must be from two different areas.			
Fine Arts	3		
<i>Life &amp; Physical Sciences &amp; 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 <a href="http://www.unlv.edu/committees/gec/">http://www.unlv.edu/committees/gec/</a> .			

<b>Information Technology -- satisfied with IS 101</b>			
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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](http://www.rebelmail.unlv.edu/activate_account.html).

- Associate degree from CSN.
- 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 (See catalog.)	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.)			
<i>Maximum four credits of PE activity allowed</i>			

**College of Business**  
**BSBA Degree, Marketing, 2008-2010**

*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.*

**Suggested Academic Plan**

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

**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

◆ 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.

**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	

◆ 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.

The *Undergraduate Catalog* is the source for academic requirements and policies. Those listed below are some policies that affect registration. Please see the *Undergraduate Catalog* for additional information. Seek clarification from an academic advisor as needed.

- ◆ Please see the current *Undergraduate Catalog* for course prerequisites. The current course prerequisites apply to all students, regardless of a student's catalog of matriculation.
- ◆ Minimum C (2.0) grade required in the prerequisite in order to continue with subsequent courses. Minimum C grade required to satisfy degree requirements.
- ◆ 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.)
- ◆ College of Business Course-Repeat Policy: Students may take business courses a maximum of three times for degree applicability.