

Lee Business School
WORKSHEET: BSBA Degree, Marketing, 2015-2016

Student: _____ **NSHE ID#:** _____

Students must activate the UNLV e-mail account at <http://rebelmail.unlv.edu/activate>.

University Core Requirements

NSHE degree: AB AA AS

| English Composition, 6 credits | | | |
|--------------------------------|-----|--|--|
| ENG 101 | 3 | | |
| * ENG 102 | 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 | |
| PHIL 102 | 3 | | |
| <i>Social Sciences -- No additional credits required since this is satisfied with business requirements.</i> | | | |
| First-year Seminar, 2-3 credits | | | |
| | | | |
| Second-year Seminar, 3 credits | | | |
| | 3 | | |
| <i>(For a list of approved courses for the second-year seminar, go to http://generated.unlv.edu/core.)</i> | | | |

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| <input type="checkbox"/> Multicultural | <input type="checkbox"/> International |
| For a list of courses that satisfy these requirements go to http://facultysenate.unlv.edu/students/multicultural/ . | |

- ➔ UD business courses and computer proficiency (or equivalent) considered only if taken within seven years prior to admission to business program.
- ➔ 50% of credits earned must be from a four-year school.
- ➔ 39 of the 120 credits required for the degree must be UD.

| General Electives (as required to earn 120 degree-applicable cr.) | | | |
|-------------------------------------------------------------------|--|--|--|
| | | | |
| | | | |
| | | | |
| | | | |
| <i># Maximum four credits of PE activity allowed</i> | | | |

Minimum C (2.0) grade required in all business and *pre-major courses and all prerequisites for business courses.

*** Pre-major courses**

| Additional Pre-major Requirement, 3 credits | | | |
|---------------------------------------------------------|-----|--|--|
| *MATH 127/128/132/176/181/182 | 3 | | |
| Business Core, 42-45 credits | | | |
| <i>Pre-major Business Courses 15-18 credits</i> | | | |
| * ACC 201 | 3 | | |
| * ACC 202 | 3 | | |
| * ECON 102 | 3 | | |
| * ECON 103 | 3 | | |
| * ECON 261 | 3 | | |
| * computer proficiency | 0-3 | | |
| <i>Upper-division Business Core Courses, 27 credits</i> | | | |
| FIN 301 | 3 | | |
| IS 378 | 3 | | |
| IS 383 | 3 | | |
| MGT 301 | 3 | | |
| BLW 302 or MGT 303 | 3 | | |
| MGT 367 | 3 | | |
| MKT 301 | 3 | | |
| SCM 352 | 3 | | |
| BUS 496 or 497 or 498 (<i>capstone course</i>) | 3 | | |
| Required by all Business Majors, 6 credits | | | |
| COM 102 | 3 | | |
| ENG 407A | 3 | | |
| Major Courses, 24 credits | | | |
| MKT 400 | 3 | | |
| × MKT/IB 425 | 3 | | |
| MKT 472 | 3 | | |
| MKT 495 | 3 | | |
| MKT elective ** | 3 | | |
| MKT elective ** | 3 | | |
| MKT elective ** | 3 | | |
| MKT elective ** | 3 | | |

** Select from: MKT 380; MKT 422; MKT 427; MKT 441; MKT 442; MKT 448, MKT 450; MKT 455; MKT/IB 456; MKT 464, MKT 465; MKT 468; MKT 473, MKT 494; SCM 474; and may select only one from: MKT 483, MKT 490, MKT 492.

× May earn credit in only one of the following: MKT 425, IB 425, MKT 312 or MKT 325(x).

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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.

Suggested Academic Plan

This is a suggested academic plan. Students may make adjustments and consult the current Undergraduate Catalog for course prerequisites. Student should also confirm with departments for semester course offerings.

Junior Year

| <i>Fifth Semester</i> | | <i>Sixth Semester</i> | |
|-----------------------|-------|-----------------------|-------|
| FIN 301 | 3 cr. | IS 383 | 3 cr. |
| IS 378 | 3 | MGT 367 | 3 |
| MGT 301 | 3 | MKT/IB 425 | 3 |
| MKT 301 | 3 | MKT 400 | 3 |
| ♦ general elective | 3 | ♦ general elective | 3 |
| | 15 | | 15 |

Note about major electives:

- MKT courses from an approved list, with a maximum of three credits from MKT 483, MKT 490, and MKT 492.

Senior Year

| <i>Seventh Semester</i> | | <i>Eighth Semester</i> | |
|-------------------------|-------|------------------------|-------|
| BLW 302 or MGT 303 | 3 cr. | BUS 496/7/8 | 3 cr. |
| SCM 352 | 3 | MKT 495 | 3 |
| MKT 472 | 3 | MKT (UD) elective | 3 |
| MKT (UD) elective | 3 | MKT (UD) elective | 3 |
| MKT (UD) elective | 3 | ♦ general elective | 1 |
| | 15 | | 13 |

♦ The number of general 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 (120). The difference is the number of general elective credits needed.

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.
- Lee Business School's Course-Repeat Policy: Students may take business courses a maximum of three times for degree applicability.
- Students should apply for graduation at least two semesters prior to their expected graduation date. Please see MyUNLV to initiate graduation and speak with your advisor about eligibility.