

WORKSHEET: BSBA Degree, Marketing, 2019-2020

Student: _____

NSHE ID#: _____

Students must activate the UNLV e-mail account at rebelmail.unlv.edu.

General Education 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			
Analytical Thinking	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 unlv.edu/provost/gen-ed/core.)</i>			

Multicultural International
For a list of courses that satisfy these requirements go to unlv.edu/provost/multicultural-requirements.

- ➔ 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.)			
# Maximum four credits of PEX activity allowed			

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; IS 101	0-3		
<i>Upper-division Business Core Courses, 27 credits</i>			
BLW 302	3		
FIN 301	3		
IS 330	3		
IS 335	3		
MGT 301	3		
MGT 371	3		
MKT 301	3		
SCM 352	3		
BUS 496* or 498 (<i>capstone; select one</i>)	3		

Required by all Business Majors, 3 credits			
BUS 321	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/IB 435; MKT 441; MKT 442; MKT 448, MKT 450; MKT 455; MKT/IB 456; MKT 464, MKT 465; MKT 468; MKT 473, MKT 483, MKT 490, MKT 492, MKT 494; SCM 474; or any UD (300- or 400-level) MKT course offered by UNLV.

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

Lee Business School
BSBA Degree, Marketing, 2019-2020

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 335	3 cr.
IS 330	3	MGT 371	3
MGT 301	3	MKT/IB 425*	3
MKT 301	3	MKT 400	3
BUS 321	3	◆ general elective	3
	15		15

Note this critical course sequence for the marketing major: Both MKT 400 and MKT 425 are part of the prerequisites for MKT 495.

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

Senior Year			
<i>Seventh Semester</i>		<i>Eighth Semester</i>	
BLW 302	3 cr.	BUS 496* or 498	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.