

Marketing

2011-2012 Freshman & Sophomore Checklist
Bachelor of Business Administration (B.B.A.) Degree Requirements

Name _____ Student Number _____ Date _____

Transfer _____ Provisional _____ Probation _____

Content	Course Number and Title (prerequisites and notes)	Credits
Diversity Requirement	Complete one Diversity course. The course can be used to fulfill an Area I, Area II, or elective requirement. Consult your advisor or page 49 in the Boise State University 2011-12 catalog for a list of courses.	_____
English	ENGL 101 Introduction to College Writing (<i>ENGL 90, ENGL 123, or satisfactory ACT/SAT/placement exam score</i>)	3 _____
	ENGL 102/112 Intro to College Writing and Research (<i>ENGL 101, or satisfactory ACT/SAT/placement exam score</i>)	3 _____
Area I Arts and Humanities	Area I core course (<i>See the 2011-12 Boise State Catalog, page 49</i>)	3 _____
	Area I core course	3 _____
Area II Social Sciences	COMM 101 Fundamentals of Speech Communication	3 _____
	ECON 201 Principles of Macroeconomics (<i>Sophomore standing recommended</i>)	3 _____
	ECON 202 Principles of Microeconomics (<i>Sophomore standing recommended</i>)	3 _____
	PSYC 101 General Psychology	3 _____
Area III Mathematics and Natural Sciences	MATH 143 College Algebra or Math 147 Precalculus (<i>See math placement policy</i>)	3-5 _____
	MATH 160 Survey of Calculus or MATH 170 Calculus I (<i>See math placement policy</i>)	4 _____
	Area III core course in a lab science (<i>See the 2011-12 Boise State Catalog, page 49</i>)	4 _____
Lower- division Business Courses	ACCT 205 Introduction to Financial Accounting (<i>PRE/COREQ: ITM 104 and ITM 105</i>)	3 _____
	ACCT 206 Introduction to Managerial Accounting (<i>ACCT 205</i>)	3 _____
	BUSCOM 201 Business Communication (<i>ENGL 102</i>)	3 _____
	BUSSTAT 207 Statistical Techniques for Decision Making I (<i>MATH 143, ITM 104 and ITM 105</i>)(<i>MATH 160 strongly recommended prior to BUSSTAT 207</i>)	3 _____
	BUSSTAT 208 Statistical Techniques for Decision Making II (<i>BUSSTAT 207 and MATH 160</i>)	3 _____
	GENBUS 202 Legal Environment of Business (<i>Sophomore standing</i>)	3 _____

- Must include courses in at least two of the three following disciplines: 17-19 _____
Arts & Humanities, Social Sciences, Natural Sciences & Mathematics.

- No more than 3 credits may be fitness/kinesiology activity courses.

Area	Course	Completed	Credits	Course	Completed	Credits
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	UNIV 106	_____	1

*UNIV 106 is a required non-business elective 1 _____

- **Note: The total of Area III and non-business electives must be at least 31 credits.**

Electives To Total 128 • These electives may be business, non-business, upper or lower division courses. 13-15 _____

Course	Completed	Credits	Course	Completed	Credits
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Successful completion of the COBE Computer Placement Exam for:
Word Processing and Spreadsheet sections **OR**

ITM 104 Operating Systems and Word Processing Topics **AND** _____
ITM 105 Spreadsheet Topics _____

Courses must be completed with a C – or higher to apply for COBE Admission

Marketing

2011-2012 Junior & Senior Checklist

Bachelor of Business Administration (B.B.A.) Degree Requirements

NOTE: Starting Spring 2012, Students who want to take most upper division classes must have applied and been accepted into COBE.

Content	Course Number and Title (prerequisites and notes)	Credits																								
Upper-division Business Courses	ECON 303 Intermediate Microeconomics (<i>ECON 202</i>)	3 _____																								
	FINAN 303 Principles of Finance (<i>ACCT 206, ECON 201, ECON 202 and BUSSTAT 207</i>)	3 _____																								
	GENBUS 450 Business Policies (<i>Senior standing, plus FINAN 303, MGMT 301, MKTG 301, and SCM 345</i>)	3 _____																								
	ITM 310 Business Intelligence (<i>BUSCOM 201 or ENGL202</i>)	3 _____																								
	MGMT 301 Leadership Skills (<i>Junior standing and BUSCOM 201 or ENGL202</i>)	3 _____																								
	SCM 345 Principles of Operations Management (<i>ACCT 206, BUSSTAT 207, BUSCOM 201 or ENGL 202, ECON 202, ITM 104 and ITM 105</i>)	3 _____																								
Marketing Upper-division Courses	MKTG 301 Principles of Marketing (<i>ACCT 205, ECON 202, BUSCOM 201 or ENGL 202</i>)	3 _____																								
	MKTG 307 Customer Behavior (<i>MKTG 301</i>)	3 _____																								
	MKTG 315 Marketing Research (<i>BUSSTAT 208 and MKTG301</i>)	3 _____																								
	MKTG 321 Professional Selling (<i>Junior standing</i>)	3 _____																								
	MKTG 400 Careers/Job Entry Strategies (<i>Senior Standing, Marketing Major, and MKTG 301</i>)	1 _____																								
	MKTG 425 Marketing Planning Applications (<i>Marketing Major, senior standing, and MKTG 301</i>)	3 _____																								
	<i>Marketing majors must take 6 hours of upper-division marketing electives to complete a marketing degree.</i>	3 _____																								
Upper-division Marketing Electives	ECON 317 International Economics (<i>ECON 201 and ECON 202</i>) Spring Only	3 _____																								
	MKTG 309 Customer Relationship Management (<i>MKTG 301</i>)																									
	MKTG 340 Services Marketing (<i>MKTG 301</i>) Offered Intermittently																									
	MKTG 401 Advertising Agency Management I (<i>Junior Standing, PERM/INST, and formal application through the Marketing Department</i>) Fall Only																									
	MKTG 402 Advertising Agency Management II (<i>MKTG 401, PERM/INST, and formal application through the Marketing Department</i>) Spring Only																									
	MKTG 407 Marketing Communications (<i>MKTG301</i>)																									
	MKTG 418 Customer Satisfaction Measurement (<i>MKTG 301</i>)																									
	MKTG 420 Marketing Management (<i>MKTG 301 and satisfactory completion on the COBE Computer Placement Exam</i>)																									
	MKTG 421 Sales Administration (<i>MKTG 301 and MKTG 321</i>)																									
	MKTG 422 New Product Development (<i>MKTG 301</i>) Offered Intermittently																									
	MKTG 430 International Marketing (<i>MKTG 301</i>) Diversity																									
	MKTG 440 Industrial Marketing (<i>MKTG 301</i>) Offered Intermittently																									
	MKTG 460 Internet Marketing Strategy (<i>MKTG 301</i>)																									
	MKTG 493 Internship (<i>MKTG 301 and PERM/INST</i>) (<i>A maximum of 3 internship credits allowed</i>)																									
	MKTG 497 Special Topics (<i>course topic and content varies</i>)																									
MKTG 498 Seminar in Contemporary Topics in Marketing (<i>MKTG 301</i>) Variable credit Offered Intermittently																										
Or other upper-division marketing course																										
	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Course</th> <th style="width: 15%;">Completed</th> <th style="width: 15%;">Credits</th> <th style="width: 25%;">Course</th> <th style="width: 15%;">Completed</th> <th style="width: 15%;">Credits</th> </tr> </thead> <tbody> <tr> <td>_____</td> <td>_____</td> <td>_____</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td>_____</td> <td>_____</td> <td>_____</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td>_____</td> <td>_____</td> <td>_____</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> </tbody> </table>	Course	Completed	Credits	Course	Completed	Credits	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	
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- Must have a minimum of 40 upper-division (300/400-level courses) credits and 128 total credit hours to graduate.
- All required courses must be completed with a grade of C - or better.

Note: While every effort is made to ensure the accuracy of this checklist, human error is a possibility. Students should also consult their Academic Advisement Report on BroncoWeb, their advisor, and the online version of the Boise State Catalog. (The Academic Advisement Progress Report is not considered valid for graduation until it has been reviewed and certified through the graduation application process by the Registrar's Office.)