
Work Sheet - Marketing (MKT)

Diploma Degree in Business Administration-Marketing (60 Credit Hours) - Work Sheet**Minimum Business Core Requirements (18 credit hours)**

| <u>Course Code</u> | <u>Course Title</u> | <u>CR</u> | <u>Pre-Req, ConP</u> | <u>Other Information</u> | <u>Term</u> | <u>Comments</u> |
|---|--------------------------------------|-----------|---|--------------------------|-------------|-----------------|
| <input type="checkbox"/> ACT 200 | Financial Accounting | 3 | Pre: MAT 100 or ConP: MA 161 or MA 223 | | | |
| <input type="checkbox"/> ECO 200 | Principles of Economics | 3 | Pre: MAT 100 or ConP: MA 130 or ConP: MA 223 | | | |
| <input type="checkbox"/> BUS 250 | Business Organization and Management | 3 | Pre: ENGL 100 | | | |
| <input type="checkbox"/> MKT 210 | Principles of Marketing Management | 3 | Pre: ENGL 100 | | | |
| <input type="checkbox"/> FIN 200 | Managerial Finance | 3 | Pre: ACT 200 | | | |
| <input type="checkbox"/> BUS 201 | Career Strategies | 3 | Pre: Sophomore | | | |

Business Core Req. Credits Planned (18): _____

Credits Completed: _____

Credits Remaining: _____

Marketing Concentration Selective Requirements (18 credit hours)

| | <u>Course Code</u> | <u>Course Title</u> | <u>CR</u> | <u>Pre-Req, ConP</u> | <u>Other Information</u> | <u>Term</u> | <u>Comments</u> |
|--------------------------|--------------------|--|-----------|------------------------------------|--------------------------|-------------|-----------------|
| <input type="checkbox"/> | MKT 330 | Advertising and Promotion | 3 | Pre: MKT 210 , ENGL 106 or ENL 110 | | | |
| <input type="checkbox"/> | MKT 340 | Marketing Planning and Research | 3 | Pre: MKT 330 | | | |
| <input type="checkbox"/> | MKT 360 | Professional Selling | 3 | Pre: MKT 210, ENGL 106 or ENL 110 | | | |
| <input type="checkbox"/> | MKT 380 | Retailing and Merchandising | 3 | Pre: MKT 330 | | | |
| <input type="checkbox"/> | MKT 390 | Business Marketing Application | 3 | Pre: MKT 330, Sophomore | | | |
| <input type="checkbox"/> | MKT 395 | Internship in Marketing | 3 | Pre: Sophomore | | | |
| <input type="checkbox"/> | MKT 350 | Customer Relations and Consumer Behavior | 3 | Pre: MKT 210 | | | |
| <input type="checkbox"/> | MKT 370 | Digital Marketing | 3 | Pre: MKT 210 | | | |

Marketing Concentration Credits Planned (18): _____

Credits Completed: _____

Credits Remaining: _____

Math Requirements (6 credit hours):

| | <u>Course Code</u> | <u>Course Title</u> | <u>CR</u> | <u>Pre-Req, ConP</u> | <u>Other Information</u> | <u>Term</u> | <u>Comments</u> |
|--------------------------|--------------------|-----------------------------|-----------|----------------------|--------------------------|-------------|-----------------|
| <input type="checkbox"/> | MAT 100 | Introduction to Mathematics | 3 | None | | | |
| <input type="checkbox"/> | MAT 150 | Mathematics for Business | 3 | Pre: MAT 100 | | | |

Math Requirements Credits Planned (6): _____

Credits Completed: _____

Credits Remaining: _____

Liberal Arts Requirements (18 credit hours):

English Language and Communication Skills (9 credit hours)

| | <u>Course Code</u> | <u>Course Title</u> | <u>CR</u> | <u>Pre-Req, ConP</u> | <u>Other Information</u> | <u>Term</u> | <u>Comments</u> |
|--------------------------|--------------------|--------------------------------------|-----------|----------------------|--------------------------|-------------|-----------------|
| <input type="checkbox"/> | ENGL 100 | English for Academic Studies | 3 | None | | | |
| <input type="checkbox"/> | ENL 110 | English Composition | 3 | Pre: ENGL 100 | | | |
| or | | | | | | | |
| <input type="checkbox"/> | ENGL 106 | English Composition | 3 | Pre: ENGL 100 | | | |
| <input type="checkbox"/> | COM 114 | Fundamentals of Speech Communication | 3 | Pre: ENGL 100 | | | |

General Education Requirement (9 credit hours)

| | <u>Course Code</u> | <u>Course Title</u> | <u>CR</u> | <u>Pre-Req, ConP</u> | <u>Other Information</u> | <u>Term</u> | <u>Comments</u> |
|--------------------------|--------------------|---------------------|-----------|----------------------|--------------------------|-------------|-----------------|
| <input type="checkbox"/> | | | | | | | |
| <input type="checkbox"/> | | | | | | | |
| <input type="checkbox"/> | | | | | | | |
| <input type="checkbox"/> | | | | | | | |
| <input type="checkbox"/> | | | | | | | |

Liberal Arts Credits Planned (18): _____

Credits Completed: _____

Credits Remaining: _____

Total Credits Required for Degree: 60 Total Credits Planned: _____ Total Credits Completed: _____ Total Credits Remaining: _____