

Work Sheet – Marketing

Diploma D 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			
<input type="checkbox"/>	ENGL 106	English Composition	3	Pre: ENGL 100			
or							
<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: _____