

**UAS - School of Management - Bachelor of Business Administration - emphasis in Marketing**

Name \_\_\_\_\_ Student ID \_\_\_\_\_ Catalog year \_\_\_\_\_

| <b>YEAR 1</b>                             | <b>CR</b> | <b>Grade</b> | <b>Semester</b> |                                       | <b>CR</b> | <b>Grade</b> | <b>Semester</b> |
|---|-----------|--------------|-----------------|---------------------------------------|-----------|--------------|-----------------|
| ENGL 111 Methods of Written Communication | 3         | _____        | _____           | BA 152 Business Foundation Simulation | 3         | _____        | _____           |
| COMM 111, 235, 237 or 241                 | 3         | _____        | _____           | ENGL 211 or 212                       | 3         | _____        | _____           |
| Humanities GER                            | 3         | _____        | _____           | MATH 107 College Algebra              | 4         | _____        | _____           |
| Non-lab Science GER                       | 3         | _____        | _____           | Fine Arts GER                         | 3         | _____        | _____           |
| BA 151 Introduction to Business           | 3         | _____        | _____           | Natural Science GER w / lab           | 4         | _____        | _____           |
|   | <u>15</u> |              |                 |                                       | <u>17</u> |              |                 |

| <b>YEAR 2</b>  | <b>CR</b> | <b>Grade</b> | <b>Semester</b> |                                 | <b>CR</b> | <b>Grade</b> | <b>Semester</b> |
|--|-----------|--------------|-----------------|---------------------------------|-----------|--------------|-----------------|
| ACCT 201 Financial Accounting                        | 3         | _____        | _____           | ACCT 202 Managerial Accounting  | 3         | _____        | _____           |
| STAT 273 (Stats) or BA 374 (Quant methods)           | 3         | _____        | _____           | CIOS 260 Business Communication | 3         | _____        | _____           |
| ECON 201 Macroeconomics                              | 3         | _____        | _____           | ECON 202 Microeconomics         | 3         | _____        | _____           |
| CIOS 235 or CIOS 240 Spreadsheet / Database Concepts | 3         | _____        | _____           | Social Science GER              | 3         | _____        | _____           |
| General Elective                                     | 3         | _____        | _____           | General Elective                | 3         | _____        | _____           |
|  | <u>15</u> |              |                 |                                 | <u>15</u> |              |                 |

**Lower division must be substantially completed before admission to upper division courses.  
If not completed, permission is required to take upper division BA core or emphasis courses.**

| <b>YEAR 3</b>                                | <b>CR</b> | <b>Grade</b> | <b>Semester</b> |  | <b>CR</b> | <b>Grade</b> | <b>Semester</b> |
|--|-----------|--------------|-----------------|--|-----------|--------------|-----------------|
| BA 301 Principles of Management              | 3         | _____        | _____           | BA 325 Financial Management                | 3         | _____        | _____           |
| BA 310 MIS or ACCT 316 Accounting Info. Sys. | 3         | _____        | _____           | BA 343 Principles of Marketing             | 3         | _____        | _____           |
| BA 330 Legal Environment of Business         | 3         | _____        | _____           | BA 375 or BA 412 Project / Operations Mgmt | 3         | _____        | _____           |
| BA 311 Buyer Behavior                        | 3         | _____        | _____           | BA 363 Marketing Communications            | 3         | _____        | _____           |
| General Elective                             | 3         | _____        | _____           | General Elective                           | 3         | _____        | _____           |
|  | <u>15</u> |              |                 |  | <u>15</u> |              |                 |

| <b>YEAR 4</b>                         | <b>CR</b> | <b>Grade</b> | <b>Semester</b> |   | <b>CR</b> | <b>Grade</b> | <b>Semester</b> |
|---------------------------------------|-----------|--------------|-----------------|---|-----------|--------------|-----------------|
| BA 490 Political & Social Environment | 3         | _____        | _____           | BA 462 Capstone: Strategic Management       | 3         | _____        | _____           |
| BA 498 Applied Business Research      | 3         | _____        | _____           | BA 446 Service Marketing                    | 3         | _____        | _____           |
| BA 427 Mktng & Ent. Financial Mgmt.   | 3         | _____        | _____           | BA 441 (Retail) or BA 465 (Strategic Mktng) | 3         | _____        | _____           |
| BA Elective                           | 3         | _____        | _____           | BA Elective                                 | 3         | _____        | _____           |
| General Elective                      | 3         | _____        | _____           | General Elective                            | 3         | _____        | _____           |
|                                       | <u>15</u> |              |                 |   | <u>15</u> |              |                 |

**NOTES and DEGREE REQUIREMENTS:**

- Approved electives are BA, ACCT, or LAWS
- 30 semester credits must be earned at UAS.
- 42 Upper Division credits, including 24 earned at UAS.
- A grade of "C" or better must be earned in math (through MATH 107) and communications courses used to satisfy the GER requirement.
- History courses can be used to fulfill humanities or social sciences requirements, but may not be used for both.
- A grade of "C" or better must be earned in 3 hours in CIOS 235 / 240; STAT 273, in major and emphasis courses, and BA 462.

Rev.

*This is a suggested sequence for taking courses and does not take the place of the program requirements listed in the UAS Catalog.*

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