

# EMPHASIS: MARKETING

Date \_\_\_\_\_ Catalog Date \_\_\_\_\_

Name \_\_\_\_\_ SID# \_\_\_\_\_  
 Last First Middle

Permanent Address \_\_\_\_\_  
 Street City State Zip Code

USW Address \_\_\_\_\_ Telephone \_\_\_\_\_  
 Home USW

Email: \_\_\_\_\_ Minor: \_\_\_\_\_

Completed: \_\_\_\_\_ **AREA I: CORE CURRICULUM (45 sch\*)** To be completed: \_\_\_\_\_

REQUIRED COURSE TITLES	COURSES	HR	GR	COURSE TITLE	COURSES	HR	GR
<u>FRESHMAN ORIENTATION</u> (For beginning freshmen)	USW 1001	1		<u>LAB SCIENCES</u>		4	
<u>ENGLISH</u> Rhetoric and Composition	ENG 1113	3				4	
<u>ENGLISH</u> Rhetoric and Literature	ENG 1123	3		<u>HUMANITIES</u>		3	
<u>COMMUNICATION</u>	COMM	3				3	
<u>COMPUTER</u> Computer Apps	CSI 1203	3		<u>SOCIAL SCIENCES</u> POS or ECO		3	
<u>MATHEMATICS</u> College Algebra--Bus. App	BUA 1303	3		<u>SOCIAL SCIENCES</u>		3	
<u>RELIGION</u>	REL	3		<u>SERVANT LEADERSHIP</u>	USW 2233	3	
<u>RELIGION</u>	REL	3					

\*sch=School Credit Hours

## AREA II: MAJOR REQUIREMENTS (33 sch)

REQUIRED COURSE TITLES	COURSES	HR	GR	COURSE TITLE	COURSES	HR	GR
Probability & Statistics--Bus. Applications	BUA 2103	3		Ethics	MGT 3123	3	
Principles of Accounting I	ACT 3113	3		Organizational Behavior	MGT 3503	3	
Principles of Accounting II	ACT 3123	3		Creating a Business Plan	MGT 4163	3	
Business Law	BUA 3103	3		Creating a Business Plan II	MGT 4173	3	
Principles of Finance	FIN 3433	3		Principles of Marketing	MKT 3103	3	
Principles of Management	MGT 3103	3					

Completed: \_\_\_\_\_ **AREA III: EMPHASIS (30 sch)** To be completed: \_\_\_\_\_

COURSE TITLE	COURSES	HR	GR	COURSE TITLE	COURSES	HR	GR
Advertising and Promotion	MKT 3513	3		Managing Diversity	MGT 4323	3	
Global Marketing	MKT 3143	3		Strategic Planning	MGT 4333	3	
Service Marketing	MKT 4123	3		Leadership	MGT 4343	3	
Marketing Management	MKT 4133	3		Effective Org. Teams	MGT 4353	3	
Topics in Finance	FIN 4703	3		Marketing Research	MKT 4343	3	

