

| Application to Upper Division for: | | | | MTSU ID | | | | |
|---|--|---------|---------|-----------------------|--|---------|----------------------------|---|
| 2017-2018 – B.B.A. – Major: Marketing Courses other than electives should normally be taken in the year and sequence shown. | | | | E-Mail Address | | | | |
| COURSES REQUIRED | | Hours | | G R A D E | Approved Substitutions and Elective Descriptions | | | |
| Where alternatives or electives are listed please list the ones taken. | | 1st Sem | 2nd Sem | | Course Title and No. | Sem Hrs | Where Taken if not at MTSU | + / - Hrs Validation Date or Other Notes |
| F R E S H M A N | COMM: ENGL 1010 | 3 | | | | | | |
| | COMM: ENGL 1020 | | 3 | | | | | |
| | MATH: MATH 1630 or 1810 | 3 | | | | | | |
| | COMM: COMM 2200 | | 3 | | | | | |
| | SCI (2 RUBRICS): ASTR 1030/1031; BIOL 1030/1031, 1110/1111, 2010/2011, 2020/2021; CHEM 1010/1011, 1030/1031, 1110/1111; GEOL 1030/1031, 1040/1041; PGEO 1030; PHYS 1110, 2010/2011, 2110/2111; PSCI 1030/1031, 1130/1131 | 4 | | | | | | |
| | SOC/BEH/CORE: ECON 2410 Prin of Econ Macro | 3 | | | | | | |
| | CORE: ECON 2420 Prin of Econ Micro | | 3 | | | | | |
| | Elective | 1 | | | | | | |
| | Elective | | 3 | | | | | |
| S O P H O M O R E | HUM/FA: ENGL 2020, 2030; HUM 2610 | 3 | | | | | | |
| | HUM/FA (2 RUBRICS): ANTH 2210; ART 1030, 1920; DANC 1000; HIST 1010, 1020, 1110, 1120; MUS 1030; PHIL 1030; THEA 1030 | 3 | | | | | | |
| | HIST (2 COURSES): HIST 2010, 2020, 2030 | 3 | | | | | | |
| | SOC/BEH: AAS 2100; ANTH 2010; GEOG 2000; GS 2010; HLTH 1530/1531; EMC/JOUR/RIM 1020; PS 1005, 1010; PSY 1410; RS 2030; SOC 1010, 2010; WGST 2100 | | 3 | | | | | |
| | CORE: ACTG 2110 Prin of Actg I | 3 | | | | | | |
| | CORE: ACTG 2120 Prin of Actg II | | 3 | | | | | |
| | CORE: BIA 2610 Statistical Methods | | 3 | | | | | |
| Elective | 3 | | | | | | | |
| J U N I O R | CORE: BIA 3620/3621 Intro Bus Analytics | 3 | | | | | | |
| | MKT 3010 Professional Prep in Mkt | 3 | | | | | | |
| | CORE: INFS 3100 Prin of MIS | | 3 | | | | | |
| | CORE: MGMT 3610 Prin of Management | 3 | | | | | | |
| | CORE: BUS 3000 Dale Carnegie | | 3 | | | | | |
| | CORE: FIN 3010 Business Finance | | 3 | | | | | |
| | CORE: BLAW 3400 Leg Env of Business | 3 | | | | | | |
| | CORE: MKT 3820 Prin of Marketing | 3 | | | | | | |
| | MAJ: MKT 3910 Consumer Behavior | | 3 | | | | | |
| MAJ: MKT 3930 Marketing Research | | 3 | | | | | | |
| S E N I O R | Business Elective | 3 | | | | | | |
| | MAJ: MKT 4510 Intl Marketing | | 3 | | | | | |
| | MAJ: MKT 3825 Measuring MKT Performance | | 3 | | | | | |
| | CORE/MAJ (W): MKT 4890 Mkt Mgmt | 3 | | | | | | |
| | MAJ: MKT 3840 Professional Selling | 3 | | | | | | |
| | MAJ: MKT Upper-Division Elective | | 3 | | | | | |
| | MAJ: MKT Upper-Division Elective | 3 | | | | | | |
| | MAJ: MKT Upper-Division Elective | | 3 | | | | | |
| | Business Elective | 3 | | | | | | |
| CORE: BUAD 4980 Strategic Management | | 3 | | | | | | |
| Take at MTSU in last semester (check prerequisites) | | | | | | | | |
| Business core (CORE) requirement courses must be completed before taking BUAD 4980. Courses required in major (MAJ) cannot be used in minor. Student cannot double major or double minor in business. | | | | | Advisor | | Date | |

Mark box below to select a Minor (one business minor option must be selected).

| | | | | | |
|---|-----|--------------|---|-----|--------------|
| <input type="checkbox"/> Minor: Business Administration (courses built into UD form) | | | <input type="checkbox"/> Alt. Bus. Minor (Optional): | | |
| Course | Hrs | Grades/Notes | Course | Hrs | Grades/Notes |
| ACTG 2110 Prin of Actg I | 3 | | | 3 | |
| ACTG 2120 Prin of Actg II | 3 | | | 3 | |
| BLAW 3400 Legal Env of Business | 3 | | | 3 | |
| FIN 3010 Business Finance | 3 | | | 3 | |
| INFS 3100 Prin of MIS | 3 | | | 3 | |
| MGMT 3610 Prin of Management | 3 | | | 3 | |
| MKT 3820 Prin of Marketing | 3 | | | | |
| Total | 21 | | Total | | |
| GPA (2.0 Min.) | | | GPA (Note Min) | | |
| These courses are required in this curriculum and constitute a minor. Must take 3 upper-division hours at MTSU. | | | | | |
| | | | Minor Advisor | | Date |

| Graduation Requirements | | Minimum | Notes |
|---|--|--------------------------------------|-------|
| Total Semester Hours | | 120 semester hours | |
| Grade Point Average | | 2.00 GPA | |
| 42 Hours Upper-Division | | 2.00 GPA | |
| MTSU Upper-Division Hours | | 30 semester hours | |
| Major GPA (Minimum: 2.0) | | 2.00 GPA | |
| MTSU Upper-Division Hours in Major | | 50 percent | |
| GPA in all Jones College Minor(s) | | 2.00 GPA | |
| MTSU Upper-Division Hours in Minors | | 3 semester hours | |
| Cumulative GPA in Jones College CORE Courses (ACTG, BIA, BLAW, BUAD, BUS, ECON, FIN, INFS, MGMT, MKT) | | 2.00 GPA | |
| Senior College Hours | | 60 semester hours | |
| Residency Requirement | | 12 of last 18 semester hours at MTSU | |
| Minimum MTSU Hours | | 30 semester hours | |
| 50% Required Business Hours Taken at MTSU | | 30 semester hours | |

Students interested in careers in **sales** are encouraged to choose their marketing electives from the following: MKT 3855 Product Management, MKT 4800 Sales Management, MKT 4850 Adv. Selling, MKT 3950 Business-to-Business Marketing, MKT 4950 Marketing Internship (only with Chair approval), or other MKT electives.

Students interested in careers in **retailing** are encouraged to choose their marketing electives from the following: MKT 3830 Retailing, MKT 3900 Social Media Mkt and E-Commerce, MKT 3920 Entertainment Marketing, MKT 3960 Marketing Channels Management, MKT 4950 Marketing Internship (only with Chair approval), or other MKT electives.

Students interested in careers in **promotion** are encouraged to choose their marketing electives from the following: MKT 3850 Promotion, MKT 3855 Product Management, MKT 3865 Sports Marketing, MKT 3900 Social Media Mkt and E-Commerce, MKT 3920 Entertainment Marketing, MKT 4170 Applied Promotional Strategy, MKT 4950 Marketing Internship (Only with Chair Approval), or other MKT electives.

Students interested in careers in **business-to-business marketing** are encouraged to choose their marketing electives from the following: MKT 3860 Purchasing, MKT 3870 Principles of Transportation, MKT 3950 Business-to-Business Marketing, MKT 3960 Marketing Channels Management, MKT 4810 Integrated Logistics Management, MKT 4950 Marketing Internship (Only with Chair Approval), or other MKT elective.

Jones College Admission Requirements

Students must be admitted at least one semester prior to anticipated graduation date.

| Requirements | Met | Notes |
|---|-----------------------|---|
| 30 sem hrs degree credit | | |
| Completion of all high school deficiency requirements | | |
| Completion of all academic enrichment requirements | | |
| Inclusive GPA ≥ 2.250 on all college-level coursework | | |
| Pre-Business Required Courses (GPA ≥ 2.250) | G R A D E | MTSU and transfer grades are used in the pre-business calculation |
| ACTG 2110 Principles of Accounting I | | |
| ECON 2410 Principles of Economics, Macroeconomics | | |
| ECON 2420 Principles of Economics, Microeconomics | | |
| BIA 2610 Statistical Methods | | |

Students who are juniors and meet prerequisites may register for the following courses before being fully admitted to the Jones College:

BIA 3620/3621, BLAW 3400, BUS 3000, FIN 3010, INFS 3100, MGMT 3610, MKT 3820.

Registration or credit in these courses does not guarantee admission to the Jones College.

Student Instructions

One (1) copy signed by major and minor advisors (minor advisor signature not required for "built-in" minors) should be filed with your Graduation Analyst - Undergraduate Services two semesters before you intend to graduate by sending to MTSU Box 101. An Intent to Graduate form should be filed in BAS N234 during the first semester of the senior year.

1. This form is for guidance purposes only. The official program is checked and verified by your Graduation Analyst - Undergraduate Services.
2. Transfer credits and substitutions must be initiated by the advisor.

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|--|--|-------------|
| Graduation Analyst - Undergraduate Services (BAS N234), Jennings A. Jones College of Business | | Date |
|--|--|-------------|