

BUSINESS COURSES

BUSINESS CORE (31 Hours)

- _____ CIS 151 Computer Applications in Business
- _____ ACCT 201 Accounting Principles I (CIS 151, MATH 111)
- _____ ACCT 202 Accounting Principles II (ACCT 201)
- _____ ASBE 231^a Business Communications (CIS 151, ENG 201, SPCH 101)
- _____ BLAW 263 Legal Environment of Business
- _____ ECON 265^b Elementary Statistics (MATH 111)
- _____ FIN 305 Business Finance (See Page 3)
- _____ MNGT 305 Principles of Management (See Page 3)
- _____ MKTG 305 Principles of Marketing (See Page 3)
- _____ ASBE 401 Business Career Planning & Prof. Development (Sr)
- _____ MNGT 452 Policy Formulation & Implementation (See Page 3)

Marketing Major Requirements: (12 hours)

- _____ MKTG 332 Consumer Behavior (Sp, F)
- _____ MKTG 438 Marketing Research (Sp, F)
- _____ MKTG 448 Marketing Management (Sp)
- _____ MKTG 471 International Marketing (Sp, F)

Marketing Major Electives (12 hours) Choose 3 courses from:

- _____ MKTG 313 Marketing of Services (F)
- _____ MKTG 334 Promotional Strategy (F)
- _____ MKTG 342 Business and Industrial Marketing (Sp)
- _____ MKTG 344 Professional Selling and Sales Mngt.(Sp)
- _____ MKTG 355 Interactive Marketing (F)
- _____ MKTG 447 Retailing Policy and Management (F)
- _____ MKTG 475 Seminar in Contemporary Marketing Problems (Sp)

Business and Economics Electives

Electives to meet 39 hour upper division (300/400 level) course requirements.

UNIVERSITY CORE--50 Hours

- A. **COGNITIVE DEVELOPMENT** (12 - 13 hours)
- A1. Composition/Speech (9 hours)
 - _____ ENG 101 Freshman Composition (3 hours)
 - _____ ENG 201 -Rhet & Comp II: Argument (3 hours)
 - _____ SPCH 101 Introduction to Public Speaking (3 hours)
 - A2. Mathematics (3 - 4 hours)
 - _____ MATH 111 College Algebra (or MATH 115) (3-4 hours)

- B. **INDIVIDUAL DEVELOPMENT** (8 hours)
- _____ B1. Ethics (3 hours)
 - _____ B2. The Arts (3 hours)
 - B3. Health/Fitness (2 hours)
 - _____ Phys Ed Activity (1 hour)
 - _____ Phys Ed Health (1 hour)

- C. **CULTURAL AND NATURAL AWARENESS** (26 - 27 hours)
- _____ C1. History (3 hours)
 - C2. Individual Development/Social Science(6 hours)
 - _____ ECON 208 Microeconomics (3 hours)
 - _____ ECON 209 Macroeconomics (3 hours)
 - C3. Science (8 - 9 hours) (at least one with a lab)

- C4. Western Culture (6 hours)

- C5. Global Communities (3 hours)

- _____ ECON 241 Global Economic Issues (3 hours)

D. **Synthesis (3 hours)**

MNGT 452 meets core requirement D as part of the 50 hour core.
 Additional non-business courses to meet 62 hour non business minimum.

- _____ PSY 201 Introduction to Psychology (3 hours)
- _____ MATH 215 or 230 (3 -4 hours)
- _____ 16 Hours General Electives
- _____ (6 hours non-business)

TOTAL HOURS MUST EQUAL 124 WITH MINIMUM 2.2 IN FIRST 62 HOURS OF COURSE WORK TO ENROLL IN UPPER BUSINESS COURSES AND A 2.0 IN ALL REQUIRED BUSINESS COURSE WORK AND OVERALL GPA OF 2.0. SEE REVERSE SIDE FOR FOOTNOTES a, b.

SCHOOL OF BUSINESS--UNIVERSITY OF SOUTHERN INDIANA, EVANSVILLE, IN 47712

A TYPICAL FOUR-YEAR PROGRAM IN MARKETING WOULD BE:

FRESHMAN YEAR

Fall Semester	Hours
Mathematics	3-4
English	3
SPCH 101 Intro to Public Speaking	3
CIS 151 Comp. App in Business	3
History or Science Elective	<u>3</u>
	15-16

Spring Semester	Hours
Mathematics	3
Western Culture elective	3
Science Elective	3
Arts Elective	3
PSY 201 Intro to Psych	<u>3</u>
	16

SOPHOMORE YEAR

Fall Semester	Hours
ENG 201 Rhet & Comp II	3
ACCT 201 Acct Prin I	3
ECON 208 Microeconomics	3
BLAW 263 Legal Env of Bus	3
Western Culture	3
P. E. Fitness	<u>1</u>
	16

Spring Semester	Hours
ACCT 202 Acct Prin II	3
ECON 209 Macroeconomics	3
ASBE 231 Bus. Communications	3
ECON 265 or MATH 241	3
Science	<u>3</u>
	15

JUNIOR YEAR

Fall Semester	Hours
ECON 241 Global Econ Issues	3
MNGT 305 Prin of Management	3
MKTG 305 Prin of Marketing	3
Ethics	3
University Core Elective	<u>3</u>
	15

Spring Semester	Hours
FIN 305 Business Finance	3
Marketing req.	6
Marketing elective	3
University Core elective	<u>3</u>
	15

SENIOR YEAR

Both Semesters	Hours
ASBE 401 Business Career Plan	1
MNGT 452 Policy	3
Marketing Req.	6
Electives	3
Marketing Req.	9
Non-Business Electives	6-7
Electives	<u>6</u>
	31-32

^a Or Eng 210, Technical Report Writing

^b Or MATH 241, Principles of Statistics

INDIVIDUAL DEVELOPMENT

B1 - Ethics – EDUC 308X, ENG 222, PHIL 200, 201, 363, HP 456

B2 - The Arts - ART 201, 353, 354, ENG 105, 255, 265, 285, 286, 302, 330,

382, 383, MUS 202, CMST 203, THTR 101

B3 - Health/Fitness - PED 186 or 281, BIOL 176, NUTR 376, OT 310

And One PED Activity Course (100-level) or PED 295

C1 - History - HIST 101, 102, 111, 112, 130, 140

C2 - Individual Development/Social Behavior

ECON 208, 209

C3 - Science (at least one lab) ASTR 201, BIOL 105L, 111 OR 112L, 121 AND 122L, 141L, 151L, 152L, 176, 208L, 251, 282, 285

CHEM 103 OR 107L, 141L, 175L, 261L, 262L

GEOG 112, 215, GEOL 101, 115, 131, 161L, 162L, 234

MET 321, PHYS 101, 175L, 176L, 205L, 206L, 207, 208

C4 - Western Culture

1 class from HUM 211, 221, 231 or 241

1 class from HUM 212, 222, 232 or 242

OR German, French or Spanish 203 and 204

C5 - Global Communities

ECON 241

D - The Synthesis

MNGT 452 meets core requirement D as part Of the 50 hour core

PREREQUISITES**

ACCT 201 - CIS 151, MATH 111, and must have Completed or be enrolled in 32nd semester hour

ACCT 202 - ACCT 201

ASBE 231 - ENG 201, CIS 151, SPCH 101

BLAW 263 - Sophomore Standing

CIS 315 - CIS 151, ACCT 201, 202*,

ECON 208, 209*, and Junior Standing

ECON 265 - MATH 111

ECON 208 - MATH 111 or equivalent and must

Have completed or be enrolled in 32nd

Semester hour

ECON 209 - MATH 111 or equivalent and

Have completed or be enrolled in 32nd

Semester hour

FIN 305 - ACCT 201, 202, ECON 265,

ECON 208, 209, MATH 215

MNGT 305 - ACCT 201, 202*, ECON 208, 209*,

PSY 201, and Junior standing

MKTG 305 - ACCT 201, ECON 208, 209*,

PSY 201 and Junior standing

ASBE 401 – ASBE 231, Senior standing

MNGT 452 - MNGT 305, FIN 305, MKTG 305,

Senior standing

* may be taken concurrently

**See catalog to check for prerequisites for classes not listed