



Jennings A. Jones College of Business

N219 Business and Aerospace Building

Application to Upper Division for:				Soc. Sec. No.					
2005-2007 – B.B.A. – Major: Marketing – Minor: Business Administration – Courses other than electives should normally be taken in the year and sequence shown.				MTSU Box No.					
COURSES REQUIRED		Hours		GRADE	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
FRESHMAN	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, 1110, 2010, 2020; CHEM 1010, 1030, 1110; GEOL 1030+1031, 1040; PHYS 2010+2011, 2110+2111; PSCI 1030	4		4					
	SOC/BEH/CORE: ECON 2410 Prin of Econ Macro	3							
	CORE: ECON 2420 Prin of Econ Micro		3						
	Non-Bus Elective	1							
	Non-Bus Elective		3						
SOPHOMORE	HUM/FA: ENGL 2020, 2030; HUM 2610	3							
	HUM/FA (2 RUBRICS): ANTH 2210; ART 1030; DANC 1000; HIST 1010, 1020, 1110, 1120; MUS 1030; PHIL 1030; THEA 1030	3		3					
	HIST (2 COURSES): HIST 2010, 2020, 2030	3		3					
	SOC/BEH: AAS 2100; ANTH 2010; GEOG 2000; HLTH 1530; PS 1010, 2010; PSY 1410; SOC 1010; WMST 2100		3						
	CORE: ACTG 2110 Prin of Actg I	3							
	CORE: ACTG 2120 Prin of Actg II		3						
	CORE: QM 2610 Stat Meth I		3						
	Non-Bus Elective	3							
JUNIOR	CORE: QM 3620 Stat Meth II	3							
	CORE: INFS 3100 Prin of MIS		3						
	CORE: MGMT 3610 Prin of Mgmt	3							
	CORE: MGMT 3620 Prod and Oper Sys		3						
	CORE: BMOM 3510 Bus Comm	3							
	CORE: FIN 3010 Bus Fin		3						
	CORE: BLAW 3400 Leg Env of Bus	3							
	CORE: MKT 3820 Prin of Mkt	3							
	MAJ: MKT 3910 Consumer Behavior		3						
MAJ: MKT Upper-Division Elective		3							
SENIOR	CORE: ECON 3210 Fin Sys and the Economy	3							
	MAJ: MKT 4710 Intl Business		3						
	MAJ: MKT 3930 Mkt Research	3							
	MAJ: MKT 4890 Mkt Mgmt		3						
	MAJ: MKT Upper-Division Elective	3							
	MAJ: MKT Upper-Division Elective		3						
	MAJ: MKT Upper-Division Elective	3							
	MAJ: MKT Upper-Division Elective		3						
	Elective	3							
CORE: BAD 4980 Bus Policy		3		Take at MTSU in last semester (check prerequisites)					
Business core (CORE) requirement courses must be completed before taking BAD 4980.									
Courses required in major (MAJ) cannot be used in minor.									
Student cannot double major or double minor in business.					Advisor		Date		

Minor: Business Administration			Second 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 Bus	3			3	
FIN 3010 Bus Finance	3			3	
INFS 3100 Prin of MIS	3			3	
MGMT 3610 Prin of Mgmt	3			3	
MKT 3820 Prin of Mkt	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			2.0 GPA		
42 Hours Upper-Division			2.0 GPA		
MTSU Upper-Division Hours			30 semester hours		
Major GPA (Minimum: 2.0)			2.0 GPA		
MTSU Upper-Division Hours in Major			50 percent		
GPA in ACTG, BUAD, MGMT, and MKT Minor(s)			2.0 GPA		
MTSU Upper-Division Hours in Minors			3 semester hours		
Required Hours Outside Jones College (60 hours may include ECON 2410, 2420, 3210, Q M 2610, and 3620)			60 semester hours		
Senior College Hours			60 semester hours		
Residence Requirement			12 of last 18 semester hours at		
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 3840 Personal Selling, MKT 4800 Sales Management, MKT 4850 Advanced Selling, MKT 3850 Promotion, MKT 3950 Business-to-Business Marketing, MKT 3855 Product Management, 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 3880 Credit and Price Management, MKT 3900 Direct Marketing and Electronic Commerce, MKT 3920 Entertainment Marketing, MKT 3960 Marketing Channels Management, MKT 4860 Problems in Retail Management, MKT 4950 Marketing Internship, 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 3840 Personal Selling, MKT 3850 Promotion, MKT 3855 Product Management, MKT 3900 Direct Marketing and Electronic 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 3840 Personal Selling, MKT 3860 Purchasing, MKT 3870 Principles of Transportation, MKT 3950 Business-to-Business Marketing, MKT 3960 Marketing Channels Management, MKT 4810 Physical Distribution Analysis, MKT 4950 Marketing Internship (Only with Chair Approval), or other MKT electives.					
Notes					
Student Instructions: File Form During Second Semester of Sophomore Year					
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 during the second semester of the sophomore year. An Intent to Graduate form should be filed in the Records Office during first semester of the senior year.					
1. This form is for guidance purposes only. The official program is checked and verified by your MTSU Graduation Analyst.					
2. Transfer credits and substitutions must be initiated by the advisor.					
Graduation Analyst, Jennings A. Jones College of Business					Date