



Jennings A. Jones College of Business

N219 Business and Aerospace Building

| Application to Upper Division for: | | | MTSU ID | | | | | |
|--|--|-----------------------------------|----------------|--|---------|----------------------------|-----------|--------------------------------|
| 2009-2011 – B.B.A. – Major: Marketing – Minor: Business Administration – Courses other than electives should normally be taken in the year and sequence shown. | | | E-Mail Address | | | | | |
| Where alternatives or electives are listed please list the ones taken. | Hours | | GRADE | Approved Substitutions and Elective Descriptions | | | | |
| | 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 1030/1031, 1110/1111, 2010/2011, 2020/2021; CHEM 1010/1011, 1030/1031, 1110/1111, 1130/1131; GEOL 1030/1031, 1040/1041; PHYS 1110, 1130/1131, 2010/2011, 2110/2111; PSCI 1030/1031 | 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, 1910, 1920; DANC 1000; HIST 1010, 1020, 1110, 1120; MUS 1030; PHIL 1030; THEA 1030 | | 3 | 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 1010, 2010; PSY 1410; SOC 1010, 2010; 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 Operations Mgmt | | 3 | | | | | |
| | CORE: BCEN 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 | | | | | |
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| | MAJ: MKT Upper-Division Elective | | 3 | | | | | |
| BUAD 4000 Senior Seminar | 3 | | | | | | | |
| CORE: BUAD 4980 Bus Policy | | 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 | | |

| 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 | | | 2.00 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 Courses (ACTG, BCEN, ECON, FIN, INFS, MGMT, MKT, QM) | | | 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 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 elective. | | | | | |
| Jones College Admission Requirements | | | | | |
| <i>Students must be admitted at least one semester prior to anticipated graduation date.</i> | | | | | |
| Requirements | | | Met | Notes | |
| 30 sem hrs degree credit | | | | | |
| Completion of all high school deficiency requirements | | | | | |
| Completion of all academic enrichment requirements | | | | | |
| Cumulative GPA \geq 2.250 on college-level coursework | | | | | |
| Pre-Business Required Courses (GPA \geq 2.000) | | | G R A D E | | |
| ACTG 2110 Principles of Accounting I | | | | | |
| ECON 2410 Principles of Economics, Macroeconomics | | | | | |
| ECON 2420 Principles of Economics, Microeconomics | | | | | |
| QM 2610 Statistical Methods I | | | | | |
| Students who are juniors may register for the following courses before being fully admitted to the Jones College: BCEN 3510, BLAW 3400, 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 College Graduation Coordinator - Undergraduate Services (formerly Graduation Analyst) 3 semesters before you intend to graduate by sending to MTSU Box 101. 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 College Coordinator - Undergraduate Services. | | | | | |
| 2. Transfer credits and substitutions must be initiated by the advisor. | | | | | |
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| Graduation Coordinator, Jennings A. Jones College of Business | | | | | Date |