

Application to Upper Division for:				MTSU ID				
2018-2019 – 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		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 1030/1031, 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					
SOPHOMORE	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						
	JUNIOR	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 Prin of Corporate Finance			3					
CORE: BLAW 3400 Leg Env of Business		3						
CORE: MKT 3820 Prin of Marketing		3						
MAJ: MKT 3910 Consumer Behavior			3					
SENIOR	MAJ: MKT 3930 Marketing Research		3					
	BCED 3510 Business Comm	3						
	MAJ: MKT Upper-Division Elective		3					
	MAJ: MKT Upper-Division Elective		3					
	MAJ (W): 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					
Business Elective	3							
CORE: BUAD 4980 Strategic Management		3		<b>Take at MTSU in last semester (check prerequisites)</b>				
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 Prin of Corporate 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.			<b>Minor Advisor</b>		<b>Date</b>
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, BCED, 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		
<p>Students interested in careers in <b>general marketing strategy</b> are encouraged to choose MKT electives from the following: MKT 3825 Measuring Marketing Performance, MKT 3855 Product Management, MKT 4510 International Marketing, and MKT 4870 Services Marketing. Other elective options include: MKT 3830 Retailing, MKT 3840 Professional Selling, MKT 3850 Promotion, MKT 3950 Business to Business Marketing, MKT 3960 Marketing Channels Management, or MKT 4950 Internship.</p> <p>Students interested in careers in <b>sports, entertainment, and event promotion</b> are encouraged to choose MKT electives from the following: MKT 3850 Promotion, MKT 3865 Sports Marketing, MKT 3920 Entertainment Marketing, and MKT 4170 Applied Promotional Strategy. Other elective options include: BCED 4300 Professional Meeting, Event, Exhibition, and Convention Management, MKT 3900 Social Media Marketing and E-Commerce, MKT 4510 International Marketing, MKT 4640 Entertainment Branding, MKT 4800 Sales Management, or MKT 4950 Internship.</p>					
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					
Inclusive GPA $\geq$ 2.250 on all college-level coursework					
<b>Pre-Business Required Courses</b> (GPA $\geq$ 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					
<p>Students who are juniors and meet prerequisites may register for the following courses before being fully admitted to the Jones College: BIA 3620/3621, BCED 3510, BLAW 3400, BUS 3000, FIN 3010, INFS 3100, MGMT 3610, MKT 3820.</p> <p><b>Registration or credit in these courses does not guarantee admission to the Jones College.</b></p>					
Student Instructions					
<p>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.</p> <p>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.</p>					
<b>Graduation Analyst - Undergraduate Services (BAS N208), Jennings A. Jones College of Business</b>					<b>Date</b>