

Application to Upper Division for:			MTSU ID						
2013-2014 – 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; 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						
	Non-Bus Elective	1							
	Non-Bus 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, 1910, 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; SOC 1010, 2010; WGST 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						
Elective		3							
J U N I O R		MKT 3000 Mkt as a Profession	1						
		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						
S E N I O R	MAJ: MKT 3825 Measuring MKT Performance		3						
	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 3840 Personal Selling	3							
	MAJ: MKT 3850 Promotion		3						
	MAJ: MKT Upper-Division Elective	3							
	MAJ: MKT Upper-Division Elective		3						
	MKT 4000 Professional Prep in MKT	2							
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.									
					<b>Advisor</b>		<b>Date</b>		

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

<input type="checkbox"/> <b>Minor: Business Administration (courses built into UD form)</b>			<input type="checkbox"/> <b>Alt. Bus. Minor (Optional):</b>		
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.					
			<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 Built-In Minor		3 semester hours	
Cumulative GPA in Jones College Courses (ACTG, BCEN, BUAD, 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 3855 Product Management, MKT 4800 Sales Management, MKT 4850 Advanced 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 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 3855 Product Management, MKT 3865 Sports Marketing, 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 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 electives.

**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		
Cumulative GPA ≥ 2.250 on college-level coursework		
<b>Pre-Business Required Courses</b> (GPA ≥ 2.250)	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 and meet prerequisites may register for the following courses before being fully admitted to the Jones College:  
BCEN 3510, BLAW 3400, ECON 3210, FIN 3010, INFS 3100, MGMT 3610, MGMT 3620, MKT 3820 and QM 3620.

**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 Coordinator - Undergraduate Services two 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.

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

<b>Coordinator - Undergraduate Services (BAS N233), Jennings A. Jones College of Business</b>		<b>Date</b>
---	--	-------------