



**B.B.A. Degree  
Marketing  
2023/2024 Catalog**

Student Name \_\_\_\_\_  
 Id No \_\_\_\_\_  
 Previous Degree: \_\_\_\_ A.A. \_\_\_\_ A.S. \_\_\_\_ Bachelor's  
 Where/term degree earned \_\_\_\_\_

This program plan is valid only if the student registers for, and completes, a term at Brenau by summer 2024. If the student defers admission to fall 2024 or after, the student must contact the adviser to be changed to the subsequent catalog.

Women's College students must complete the GOLD Program Curriculum. The number of courses required will be based on the number of hours of transfer credit accepted for a maximum of 30 W-course hours.

If the student transfers fewer than 24 post-secondary school hours to Brenau, one of the following courses is required to graduate:  
 AS 100W/AS 110/AS 111 (depending on program) \_\_\_\_\_

**Liberal Education:**

The Liberal Education program is divided into four portals. Please see the Brenau University catalog or the Brenau University web site for a list of applicable courses for each requirement. ***If the student earned a previous degree (must be A.A., A.S., or Bachelor's Degree) from a regionally accredited institution, the Liberal Education section of the student's program is considered complete.***

<b>World Understanding</b>	<b>Term</b>	<b>Grade</b>	<b>Course Number &amp; Title</b>
Historical Perspective (3 hrs)	_____	_____	_____
Global Awareness (3 hrs)	_____	_____	_____
Civic Engagement (3 hrs)	_____	_____	_____
<b>Scientific &amp; Analytic Curiosity</b>			
Mathematics (3 hrs)	Satisfied by major foundation course.		
Science (7-8 hrs) <small>(Must include at least one 4 hour lab science.)</small>	_____	_____	_____
Reasoning (3-4 hrs)	Satisfied by major foundation course.		
<b>Artistic &amp; Creative Imagination</b>			
Fine Arts (3 hrs)	_____	_____	_____
Literature (3 hrs)	_____	_____	_____
Lifetime Fitness (3 hrs) <small>(Undergraduate students not enrolled in the Women's College may take HS 105 (3 hours) to satisfy this requirement.)</small>	_____	_____	HL _____ Title: _____ DA/LS/or LF _____ Title: _____ DA/LS/LF/or HL _____ Title: _____
<i>Note: For Lifetime Fitness, Women's College students must take the three, one-hour courses as outlined above. LF 199 can count as either activity (LF) or classroom (HL) p.e.</i>			
<b>Communication &amp; Language Fluency</b>			
Writing (6 hrs)	Satisfied by major foundation course. _____ EH 102 Reading & Research Writing		
Speaking (3 hrs)	_____	_____	_____
Modern Language (0-3 hrs)	_____	_____	FH/or SH 102/ (or higher) <small>Must complete language through the high beginner level (102 or equivalent. If 101 &amp; 102 are taken, 101 can be applied toward the Communication requirement or used as a general elective. May be placed into 102 via WebCape or exempted by competency exam (BYU FLAT test or CLEP).</small>
Communication (3 hrs)	_____	_____	_____

Comments: \_\_\_\_\_  
 \_\_\_\_\_

Program Plan Revised by: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Date \_\_\_\_\_

\_\_\_\_ Needs English placement exam.

## B.B.A. Degree – 2023/2024

### Major: Marketing

#### Foundation Courses:

Term	Grade	Crs # & Title
_____	_____	EH 101 Written Communication <sup>LE</sup>
_____	_____	MS 100/101/111/ or 210 <sup>LE</sup>
_____	_____	MS 205 Statistics <sup>LE</sup>
_____	_____	BA 208 Business Communication <sup>LE</sup>

*To ensure proper course rotation, the department recommends that foundation courses are taken by the end of the sophomore year.*

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Note: Students must earn a cumulative grade point average of 2.0 and a major grade point average of 2.50. Unless otherwise approved, students must earn a minimum grade of C in all major courses and major foundation courses. All courses are 3 hours unless otherwise noted. ( )

Term Grade Crs # & Title

#### MAJOR CORE: (42 HRS)

_____	_____	BA 211 Intro to Mgmt Information Systems
_____	_____	AC 201 Accounting Prin I (Financial)
_____	_____	AC 202 Accounting Prin II (Managerial)
_____	_____	BA 206 Microeconomics
_____	_____	BA 207 Macroeconomics
_____	_____	MG 301 Management Principles
_____	_____	BA 303 Business Statistics
_____	_____	MK 315 Marketing Principles
_____	_____	BA 316 Legal Environment of Business
_____	_____	MG 318 Organizational Behavior
_____	_____	BA 327 Managerial Finance
_____	_____	BA 447 International Business
_____	_____	BA 470 Value Chain Management
_____	_____	BA 499 Business Capstone

**MARKETING MAJOR: (18 HRS)** Choose six of the seven courses listed below (Must take MK 315 prior to major coursework.)

_____	_____	MK 311 Advertising Management
_____	_____	MK 412 Sales Management
_____	_____	MK 414 Consumer Behavior
_____	_____	MK 418 Marketing Research
_____	_____	MK 457 Social Media & Mobile Marketing'
_____	_____	MK 462 Marketing Analytics
_____	_____	MK 473 Marketing Management

<sup>LE</sup> –Liberal Education course. All LE courses are noted on the plan whether satisfying a LE requirement or not.

#### Residency requirement:

A residency requirement of 30 semester hours is required to graduate from Brenau University. This includes a major residency of 21 semester hours. Nine of those hours must be in the area of major concentration.

**Note: This program plan is not an official document. It is a tool to assist the student and adviser in schedule**

**Electives:** Electives are not listed on the program plan by the Admissions Office, however all courses are posted to the student's transcript. Electives needed for graduation can be calculated simply by:

Adding  
The total number of hours on the student's transcript  
(available in CampusWEB)  
- hours earned for courses taken at the developmental level  
+ courses currently registered for  
+ courses still outstanding.

A minimum of 120 semester hours is required to graduate from Brenau University. After completing liberal education and major requirements, if the total number of hours on the student's transcript is not at 120, then the student must take enough general elective hours to reach a cumulative total of 120 hours. If a course is repeated, it is the student's responsibility to contact the Registrar's Office to adjust the earned hours on their transcript so that they are not short hours at graduation. Due to placement, a student may graduate with more than 120 semester hours.

*Financial aid recipients cannot receive aid for courses repeated unnecessarily or for courses not specifically required for their degree.*

*This program plan was prepared by the Registrar's Office.  
Revised 02/2023*