



**Brenau University – B.B.A. Degree
Marketing Major
2010/2011 Catalog**

Student Name _____
S. SSN/Id No _____
S. Phone (w) _____ (h) _____
Adviser _____
A. phone _____
A. email _____

How to use this program plan: Please write the term and grade for the course that satisfies each requirement.

Liberal Education:

(If student took honors courses-use those courses in place of the corresponding non-honors equivalent.)

The Liberal Education program is divided into four portals: Communication & Language Fluency, Artistic & Creative imagination, Scientific and Analytic Curiosity and, World Understanding. Please see the Brenau University catalog or the Brenau University web site for a list of applicable courses for each requirement. Some majors have more than one course that can satisfy a LE requirement. In those cases, only one of those courses will list on the LE portion of the plan, however, all the courses will be noted on the reverse side of this plan.

World Understanding	Term	Grade	Course Number & Title
Historical Perspective (3 hrs)	_____	_____	_____
World Underst. Elect (3 hrs)	_____	_____	BA 207 Macroeconomics <i>(satisfied through major course)</i>
World Underst. Elect (3 hrs)	_____	_____	BA 316 Legal Env of Business <i>(satisfied through major course)</i>
Science & Analytic Curiosity			
Mathematics (3 hrs)	_____	_____	_____
Science (7-8 hrs)	_____	_____	_____
Science & Analytic Curiosity Reasoning Elective (3-4 hrs)	_____	_____	_____
Artistic & Creative Imagination			
Fine Arts or Literature (3 hrs)	_____	_____	_____
Lifetime Fitness (3 hrs)	_____	_____	WH _____ Title: _____
	_____	_____	LS/or LF _____ Title: _____
	_____	_____	LS/LF/ or WH _____ Title: _____
Artistic & Creative Imagination Elective (3 hrs)	_____	_____	MK 315 Marketing Principles <i>(satisfied through major course)</i>
Communication & Language Fluency			
Writing (6 hrs)	_____	_____	EH 101 Written Communication EH 102 Reading & Research Writing
Speaking (3 hrs)	_____	_____	_____
Foreign Language (3-6 hrs) <small>Women's College Students must have 6 hours of a new foreign language -or- 3 hours of a continued foreign language (through the 201 level)</small>	_____	_____	_____
Communication Elective (3 hrs)	_____	_____	BA 306 Business Communication <i>(satisfied through major course)</i>

Comments:

Program Plan Revised by: _____

_____ Date _____

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Major: Marketing

Notes:

Note: Students must earn a cumulative grade point average of 2.0 and a major grade point average of 2.50. In addition, students must earn a minimum grade of C in all major courses.

Term Grade Crs # & Title

BUSINESS CORE:

- _____ _____ AC 201 Accounting Prin I (Financial)
- _____ _____ AC 202 Accounting Prin I (Managerial)
- _____ _____ BA 206 Microeconomics
- _____ _____ BA 207 Macroeconomics ^{LE}
- _____ _____ MG 301 Management Principles
- _____ _____ BA 303 Business Statistics ^{LE}
- _____ _____ BA 306 Business Communications ^{LE}
- _____ _____ BA 309 Quantitative Methods for Business

MUST TAKE MK 315 BEFORE MARKETING MAJOR COURSES:

- _____ _____ **MK 315 Marketing Principles** ^{LE}
- _____ _____ BA 316 Legal Environment of Business ^{LE}
- _____ _____ BA 327 Managerial Finance
- _____ _____ BA 458 Information Systems
- _____ _____ BA 464 Operations Management
- _____ _____ BA 499 Strategic Management & Policy
- _____ _____ Business Elective Crs # _____

(Note: Women's College students must take BA 480-Internship for their Business Elective.)

MARKETING MAJOR:

- _____ _____ MK 311 Advertising Management
- _____ _____ MK 412 Sales Management
- _____ _____ MK 414 Consumer Behavior
- _____ _____ MK 418 Marketing Research
- _____ _____ MK 472 International Marketing
- _____ _____ MK 473 Marketing Management

^{LE} –Liberal Education course. All LE courses are noted on the plan whether satisfying a LE requirement or not.

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

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.

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.

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

*This program plan was prepared by the Registrar's Office.
Revised 08/2010*