MARKETING
BBA DEGREE (2008-09 CATALOG)

Prior to enrolling in any course, make sure you meet all pre-requisites by referring to the Undergraduate Catalog (also available online at http://www.radford.edu/~registra/).

LOWER DIVISION

YEAR	FALL SEMESTER			SPRING SEMESTER		
	COURSE	CR HRS	GRADE	COURSE	CR HRS	GRADE
Freshman	ENGL 101	3	_____	ENGL 102	3	_____
	PHIL or RELN ♥	3	_____	FINE ARTS ♥	3	_____
	LAB SCIENCE ♥	4	_____	LAB SCIENCE ♥	4	_____
	HISTORY ♥	3	_____	MATH 126 or 151	3	_____
	ITEC 100	3	_____	SOC & BEH SCIENCE ♥	3	_____
		16			16	
Sophomore	ACTG 211	3	_____	ACTG 212	3	_____
	STAT 200	3	_____	ECON 106	3	_____
	ECON 105	3	_____	SOC & BEH SCIENCE ♥	3	_____
	BLAW 203	3	_____	COMM 114 or 240	3	_____
	HUMANITIES !	3	_____	Lifestyle Development ♥	3	_____
		15			15	

Before enrolling in the 3/400 UPPER DIVISION courses below, you must meet the following pre-requisites: 1) have completed the eight pre-business courses in the "BOXES" above with a 2.0 cumulative gpa, 2) have JUNIOR STANDING (56 hours completed), and 3) have completed all pre-requisites .

UPPER DIVISION
CHECK UNDERGRADUATE CATALOG FOR ANY PREREQUISITES

Junior	ECON 340	3	_____	MKTG 350	3	_____
	MGNT 322	3	_____	MGNT 357 (pre-req to 428)	3	_____
	MKTG 340 (pre-req to 428)	3	_____	Required Major Course **	3	_____
	FINC 331(pre-req to 428)	3	_____	Required Major Course **	3	_____
	MGNT 333 (pre-req to 357)	3	_____	Elective (see ♫ below)	3	_____
		15			15	
Senior	MKTG 445	3	_____	MGNT 428	3	_____
	MKTG 446	3	_____	Elective (see ♫ below)	3	_____
	Required Major Course **	3	_____	Elective (see ♫ below)	3	_____
	Required Major Course **	3	_____	Elective (see ♫ below)	3	_____
	Elective (see ♫ below)	3	_____	Non-business Elective	1	_____
		15			13	

** Marketing Major Course Selections (choose four courses from the following list):

MKTG 341 □	MKTG 342 □	MKTG 343 □	MKTG 344 □	MKTG 345 □	MKTG 360 □	
MKTG 440 □	MKTG 444 □	MKTG 452 □	MKTG 471 □	MKTG 481 □	MKTG 490 □	

! General education requirement. Choose from: CLSS 110, CLSS 210, CLSS 220, ENGL 201, ENGL 202, or ENGL 203.

♥ General education requirement. Refer to pp. 83-89 in the 2008-09 catalog for approved "**General Education**" courses.

♫ This may be **ANY** business or non-business course if you have met or will meet the 50% non-business rule.

- **120 credit hours is the minimum number of hours needed to meet graduation requirements.**
- **A 2.0 minimum is required in the MAJOR and CUMULATIVE gpa to meet graduation requirements.**
- MAJOR GPA is computed using the following classes: business core, ECON 105 & 106, ITEC 100, & the required courses for this major.
- BUSINESS CORE : BLAW 203, ACTG 211 & 212, ECON 340, FINC 331, MGNT 322, MGNT 333, MGNT 357, MGNT 428, & MKTG 340.
- A minimum of 45 hours must be taken at Radford University to be eligible for graduation, with 30 of the last 39 hours taken at RU.
- 50% of the semester hours required for the major must be taken at RU.
  50% NON-BUSINESS POLICY – At least 50% of the required hours for this degree must be non-business courses. ECON 105 & 106, ECON 340, and MGNT 333 count as non-business courses. Only 9 hours of ECON are allowed to count as non-business.

8/2008