### REVIEW COURSES

Not required of all students. Not counted as degree credits toward graduation.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCDE 105N</td>
<td>4 cr</td>
</tr>
<tr>
<td>CCDE 110N</td>
<td>4 cr</td>
</tr>
<tr>
<td>CCDM 103N</td>
<td>4 cr</td>
</tr>
<tr>
<td>CCDM 114N</td>
<td>4 cr</td>
</tr>
</tbody>
</table>

### GENERAL EDUCATION REQUIREMENTS

**Area I: Communications (10 credits)**

A. *ENGL 111G or *111H or SPCD 111G  4 cr

**Area II: Mathematics (3 credits)**

*MATH 121, *142G, *STAT 251, *EST 251  3 cr

**Area III: Laboratory Sciences (8 credits)**


**Area IV: Social and Behavioral Sciences (6-9 credits)**

Business students should select two or three courses so that credits from Areas IV and V total 15.


**Area V: Humanities and Fine Arts (6-9 credits)**

Business students should select two or three courses so that credits from Areas IV and V total 15.


**VIEWING A WIDER WORLD**

Take 6 credits at 300- or 400-level from courses designated as VWW: 3 credits from each of two separate colleges outside College of Business.

- Electives outside CB  3 cr
- Electives in CB  3 cr

Advising notes:

Courses in "BOLD" require a grade of "C" or better for all majors.

Courses prefixed by * indicate prerequisites are required.

*MATH 120  3 cr
*MATH 121  3 cr
*MATH 142G  3 cr
*EST 251 or EST 311G or *STAT 251  3 cr

### COURSES IN THE COLLEGE OF BUSINESS

#### Lower Division Core Course (18 credits)

ACCT 251  3 cr

#### Upper Division Core Courses (27 credits)

**Major Course Requirements (24 upper division credits)**

*MKTG 310  3 cr
*MKTG 454  3 cr
*MKTG 491  3 cr

**Upper division electives in MKTG**

A sports marketing internship is strongly recommended.

*MKTG  3 cr

**GENERAL ELECTIVES**

Students must complete additional credits to bring total degree credits to a minimum of 128, upper division credits to 48, and credits outside the College of Business to 64. Up to 9 credits of economics and up to 6 credits of statistics may be counted as credit outside the College of Business.

Electives outside CB  3 cr
Electives in CB  3 cr

Updated: 8/3/2007
# Marketing Major
## Sport Marketing Option

### SAMPLE SCHEDULE

<table>
<thead>
<tr>
<th>FRESHMAN 1</th>
<th>FRESHMAN 2</th>
<th>SOPHOMORE 1</th>
<th>SOPHOMORE 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>*MATH 120</td>
<td>*MATH 121</td>
<td>Area II: Mathematics</td>
<td>*E ST 251 or 311G or *STAT 251</td>
</tr>
<tr>
<td>BCIS 110G or CS 110G or HON 111G</td>
<td>*BUS 111</td>
<td>Area IV: Social/Behavioral Sciences: ECON 251G</td>
<td>Area IV: Social/Behavioral Sciences: ECON 252G</td>
</tr>
<tr>
<td>Area I A: Communications</td>
<td>Area I C: Communications</td>
<td>ACCT 251</td>
<td>*ACCT 252</td>
</tr>
<tr>
<td>*ENGL 111G or 111H or SPED 111</td>
<td>COMM 265G or 253G or HON255G or AXED 201G</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Area V: Humanities/Fine Arts (see other side for options), 3 cr.</td>
<td>Area III: Laboratory Sciences (see other side for options), 4 cr.</td>
<td>Area I B: Communications</td>
<td>Area III: Laboratory Sciences (see other side for options), 4 cr.</td>
</tr>
<tr>
<td>General Elective, 3 cr.</td>
<td></td>
<td></td>
<td>General Elective, 3 cr.</td>
</tr>
</tbody>
</table>

**TOTAL CREDITS = 16** | **TOTAL CREDITS = 16** | **TOTAL CREDITS = 15** | **TOTAL CREDITS = 16** |

<table>
<thead>
<tr>
<th>JUNIOR 1</th>
<th>JUNIOR 2</th>
<th>SENIOR 1</th>
<th>SENIOR 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>*BCIS 338</td>
<td>Option A</td>
<td>Option A</td>
<td>*BUS 421</td>
</tr>
<tr>
<td>MGT 303</td>
<td>*MGT 344 or MGT 470 or *BCIS 485</td>
<td>*ECON 406</td>
<td>*MKTG 491</td>
</tr>
<tr>
<td>MGT 309</td>
<td>*FIN 341</td>
<td>MKTG 454</td>
<td>Upper division MKTG elective, 3 cr.</td>
</tr>
<tr>
<td>*MKTG 310</td>
<td>Upper division MKTG elective, 3 cr.</td>
<td>Upper division MKTG elective, 3 cr.</td>
<td>*Upper division elective in Business</td>
</tr>
<tr>
<td>Upper division MKTG elective, 3 cr.</td>
<td>Upper division MKTG elective, 3 cr.</td>
<td>Viewing a Wider World, 3 cr.</td>
<td>General Elective, 3 cr.</td>
</tr>
<tr>
<td>General Elective, 2 cr.</td>
<td>Viewing a Wider World, 3 cr.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL CREDITS = 17** | **TOTAL CREDITS = 18** | **TOTAL CREDITS = 15** | **TOTAL CREDITS = 15** |

**ADVISING NOTES:**
- A sports marketing internship is strongly recommended. Consult the Marketing Department for details.
- Students choosing option “A” will take one of *MGT 344 or MGT 470 or *BCIS 485 during Junior 2, and a 3 credit general elective during Senior 1. Students choosing option “B” will take a 3 credit general elective during Junior 2, and one of *MGT 344 or MGT 470 or *BCIS 485 during Senior 1.
- Courses in “BOLD” require a grade of “C” or better for all majors.
- Courses prefixed by * indicate prerequisites are required. Students are responsible for checking and fulfilling course prerequisites listed in the undergraduate catalog.
- Although E ST 311G is counted toward the total of 48 upper division credits required for graduation, this class will not satisfy requirements calling for an upper division Business or E ST course.