

**Bachelor of Science Curriculum Check Sheet**  
**2002-2003 Catalog - Marketing**  
 Arizona State University - Main Campus- College of Business

<b>B.B.</b>												
MVAC											Date	
DEF	in	through									First Entered ASU	
M/A			AGEC		ATP						Last Readmitted	
Name							ASU I.D. #					Advisor

**A. University General Studies Requirements COLLEGE REQUIREMENTS 1**

Course Number and Title	Sem Hrs	Coll/Grade	Upper Div	<b>B. BUSINESS CORE</b>				Sem Hrs	Coll/Grade	Upper Div
<b>A.1. Humanities and Fine Arts (HU)</b>				ACC230	Uses of Acctg Info 1		3			
<b>Social &amp; Behavioral Sciences (SB) 15 Hours:</b>				ACC240	Uses of Acctg Info 2		3			
6 hours in one area and 9 in the other. <b>3 hours must be upper division.</b> No additional business courses.				CIS200	Computer Applications and Info Tech (CS)		3			
(HU)				BUS301	Fund. of Mgt. Comm. (L) 1st sem		3			3
(HU)				COB301	Business Forum (1 Hour) 1st sem		1			1
ECN111 Macrocon Prin. (SB)					International Business Course ( )		3			3
ECN112 Microcon. Prin. (SB)				LES305	Legal, Ethical, and Regulatory Issues		3			3
SOC (SB)				FIN 300	Fundamentals of Finance		3			3
<b>A2. Mathematical Studies (MA/CS) 6 Hours</b>				MGT300	Org. Management and Leadership		3			3
MAT210	Brief Calc (MA)	3		MKT300	Principles of Marketing		3			3
QBA221	Statistical Analysis (CS)	3		SCM300	Global Supply Operations		3			3
<b>A3. Natural Sciences (SQ, SG) 8 hours</b>				<b>B. Subtotal (31 Hours)</b>						
Lab Science (SQ)				<b>C. Major Requirements (18 Hours)</b>						
Lab Science (SQ or SG)				MKT302	Fundamentals of Marketing Management		3			3
<b>A4. Literacy and Critical Inquiry (L) 6 hours.</b>				MKT304	Consumer Behavior		3			3
Requirement is satisfied by BUS301 in the Business Core and MKT460 in the Major.				MKT451	Marketing Research		3			3
BUS301 (L)	Hours in Business Core			MKT460	Strategic Marketing (L)		3			3
MKT460 (L)	Hours in Major			MKTXXX	(See Marketing Advisement Guide For		3			3
<b>A5. Awareness Areas (G,C,H) Awareness areas may be shared</b>				MKTXXX	Choice of Major Electives)		3			3
(6 hrs min.) Global req. may be satisfied by Business course.**				<b>C. Subtotal (18 Hours)</b>						
(G)				<b>D. Electives (If needed to complete the 120 hour min.)</b>						
(C)										
(H)										
<b>A6. Composition (6 hours)</b>										
ENG101	First Year Comp.	3								
ENG102	First Year Comp.	3								
<b>COLLEGE REQUIREMENTS</b>										
<b>A7. Additional University General Studies Courses</b> or approved				<b>D. Subtotal</b>						
College of Business "Policy Statement 60" courses needed to bring the				<b>Total (120 Hours min)</b>						
A area subtotal to a minimum of 60 hours. (No Business Courses)				<b>NOTE: ** The credits for business courses do not count toward the 60 hour minimum subtotal for Section A.</b>						
MAT119	Finite Math (MA)	3		<b>Professional Program Application:</b> To be considered for						
PGS (SB)				admission to the professional program, students should obtain an						
COM 100 (SB), 225, 230 (SB), or 259				application from the website <a href="http://www.cob.asu.edu/up/index.cfm">www.cob.asu.edu/up/index.cfm</a> The						
				website will give complete information on deadlines and academic						
				qualifications for admission to the professional program.						
<b>A. Subtotal (60 hours min)</b>										

**GRADUATION REQUIREMENTS BELOW:**

Total Hrs. (120 min)	Total Hrs at ASU Main (30 min)	60 Hrs. Resident Credit for Academic Recognition	Transfer UD Bus. Hrs (9 max)	Overall GPA (2.00 min)	Bus. GPA (2.00 min)	Major GPA (2.00 min)	"C" Min. Requirement	Total UD Hrs (51 min)	Total Comm. Coll. Hrs (64 max)	Total Comm. Coll. Bus. Hrs (30 max)
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