Bachelor of Science Curriculum Check Sheet

2003-2004 Catalog - Marketing

Arizona State University - Main Campus- College of Business

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 REQUIREME** **1**

Course Number and Title		Sem Hrs	Coll/Grade	Upper Div
A.1. Humanities and Fine Arts (HU)				
Social & Behavioral Sciences (SB) 15 Hours:				
6 hours in one area and 9 in the other. **3 hours must be upper division**. No additional business courses.				
(HU)				
(HU)				
ECN111	Macroecon Prin. (SB)	3		
ECN112	Microecon. Prin. (SB)	3		
SOC (SB)				
A2. Mathmatical Studies (MA/CS) 6 Hours				
MAT210	Brief Calc (MA)	3		
QBA221	Statistical Analysis (CS)	3		
A3. Natural Sciences (SQ, SG) 8 hours				
Lab Science (SQ)				
Lab Science (SQ or SG)				
A4.Literacy and Critical Inquiry (L) 6 hours. Requirement is satisfied by BUS301 in the Business Core and MKT460 in the Major.				
BUS301 (L)		Hours in Business Core		
MKT460 (L)		Hours in Major		
A5. Awareness Areas (G,C,H) Awareness areas may be shared (6 hrs min.) Global req. may be satisfied by Business course.**				
(G)				
(C)				
(H)				
A6. Composition (6 hours)				
ENG101	First Year Comp.	3		
ENG102	First Year Comp.	3		
COLLEGE REQUIREMENTS				
A7. Additional University General Studies Courses or approved College of Business "Policy Statement 60" courses needed to bring the A area subtotal to a minimum of 60 hours. (No Business Courses)				
MAT119	Finite Math (MA)	3		
PGS (SB)				
COM 100 (SB), 225 (L), 230 (SB), or 259				
A. Subtotal (60 hours min)				

B. BUSINESS CORE		Sem Hrs	Coll/Grade	Upper Div
ACC230	Uses of Acctg Info 1	3		
ACC240	Uses of Acctg Info 2	3		
CIS200	Computer Applications and Info Tech (CS)	3		
BUS301	Fund. of Mgt. Comm. (L) 1st sem	3		3
COB301	Business Forum (1 Hour) 1st sem	1		1
International Business Course ( )		3		3
LES305	Legal, Ethical, and Regulatory Issues	3		3
FIN 300	Fundamentals of Finance	3		3
MGT300	Org. Management and Leadership	3		3
MKT300	Principles of Marketing	3		3
SCM300	Global Supply Operations	3		3
B. Subtotal (31 Hours)				
C. Major Requirements (18 Hours)				
MKT302	Fundamentals of Marketing Management	3		3
MKT304	Consumer Behavior	3		3
MKT451	Marketing Research	3		3
MKT460	Strategic Marketing (L)	3		3
MKTXXX	*(See Marketing Advisement Guide For*	3		3
MKTXXX	*Choice of Major Electives)*	3		3
C. Subtotal (18 Hours)				
D. Electives (If needed to complete the 120 hour min.				
D. Subtotal				
Total (120 Hours min)				

NOTE: ** The credits for business courses do not count toward the 60 hour minimum subtotal for Section A.

Professional Program Application: To be considered for admission to the professional program, students should obtain an application from the website www.cob.asu.edu/up/index.cfm The website will give complete information on deadlines and academic qualifications for admission to the professional program.

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)