

**Bachelor of Science Curriculum Check Sheet**  
**2004-2005 Catalog - Marketing**  
**Arizona State University - Tempe Campus**  
**W. P. Carey School of Business**

<b>B.B.</b>					
MVAC					
DEF	in	through			
M/A			AGEC		ATP

Date
First Entered ASU
Last Readmitted

Name	ASU I.D. #
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Advisor
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A. University General Studies Requirements				SCHOOL REQUIREMENTS (continued)				
Course Number and Title	Sem Hrs	Coll/Grade	Upper Div	B. BUSINESS CORE		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		
				COB301	Business Forum (1 Hour) 1st sem	1		1
(HU)				International Business Course ( )		3		3
(HU)				LES305	Legal, Ethical, and Regulatory Issues	3		3
ECN111	Macroecon Prin. (SB)	3		FIN 300	Fundamentals of Finance	3		3
ECN112	Microecon. Prin. (SB)	3		MGT300	Org. Management and Leadership	3		3
SOC (SB)				MKT300	Principles of Marketing	3		3
				SCM300	Global Supply Operations	3		3
<b>A2. Mathematical Studies (MA/CS) 6 Hours</b>				<b>B. Subtotal (28 Hours)</b>				
MAT210	Brief Calc (MA) or MAT270	3		<b>C. Major Requirements (18 Hours)</b>				
QBA221	Statistical Analysis (CS)	3		MKT302	Fundamentals of Marketing Management	3		3
<b>A3. Natural Sciences (SQ, SG) 8 hours</b>				MKT304	Consumer Behavior	3		3
Lab Science (SQ)				MKT451	Marketing Research	3		3
				MKT460	Strategic Marketing (L)	3		3
Lab Science (SQ or SG)				MKTXXX	(See Marketing Advisement Guide For	3		3
				MKTXXX	Choice of Major Electives)	3		3
<b>A4. Literacy and Critical Inquiry (L) 6 hours.</b>				<b>C. Subtotal (18 Hours)</b>				
Requirement is satisfied by ENG301 and				<b>D. Electives (If needed to complete the 120 hour min.)</b>				
MKT460 in the Major.								
ENG301 (L)	Writing for the Professions	3	3					
MKT460 (L)	Hours in Major							
<b>A5. Awareness Areas (G,C,H) Awareness areas may be shared</b>								
(6 hrs min.) Global req. may be satisfied by Business course.**								
(G)								
(C)								
(H)								
<b>A6. Composition (6 hours)</b>								
ENG101	First Year Comp.	3						
ENG102	First Year Comp.	3						
<b>SCHOOL REQUIREMENTS</b>								
<b>A7. Additional University General Studies Courses</b> or approved				<b>D. Subtotal</b>				
W. P. Carey School of Business "Policy Statement 60" courses needed				<b>Total (120 Hours min)</b>				
to bring the A area subtotal to a min. of 60 hrs. (No Business Courses)				<b>NOTE: ** The credits for business courses do not count toward the 60 hour minimum subtotal for Section A.</b>				
<sup>1</sup> MAT119	Finite Math (MA) or MAT271	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 (L), 230 (SB), or 259				application from the website <a href="http://wpcarey.asu.edu/up/index.cfm">wpcarey.asu.edu/up/index.cfm</a> The				
				website will give complete information on deadlines and academic				
				qualifications for admission to the professional program.				
				<sup>1</sup> Students who take MAT270 and/or MAT271 will receive additional				
				consideration when applying 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)	56 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)