

Course Subject and Title <i>(courses in bold/shading are critical)</i>	Hrs.	Upper Division	Completed ATP: <input type="checkbox"/> Yes <input type="checkbox"/> No		Completed AGECE: <input type="checkbox"/> Yes <input type="checkbox"/> No	
			Transfer Course/Grade	Minimum Grade if Required	Additional Critical Requirement Notes	
<b>TERM ONE: 0-15 CREDIT HOURS</b>						
ASU 101: The ASU Experience	1	<input type="checkbox"/>				<ul style="list-style-type: none"> <li>ASU 101 is for ASU freshman students only Not required of transfer students</li> <li>An SAT, ACT, Accuplacer, or TOEFL score determines placement into first-year composition courses</li> <li>ASU Math Placement Exam score determines placement in Mathematics course</li> </ul>
<b>MAT 210: Brief Calculus (MA) OR MAT 270: Calculus with Analytic Geometry I</b>	3/4	<input type="checkbox"/>		Grade of C		
<b>CIS 105: Computer Applications &amp; Information Technology (CS)</b>	3	<input type="checkbox"/>		Grade of C		
ENG 101 or 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or 108: English for Foreign Students	3	<input type="checkbox"/>		Grade of C		
Humanities, Fine Arts & Design (HU):	3	<input type="checkbox"/>				
PGS course (SB):	3	<input type="checkbox"/>				
<b>TERM TWO: 16-30 CREDIT HOURS</b>						
<b>ACC 231: Uses of Accounting Information I</b>	3	<input type="checkbox"/>		Grade of C		
<i>Complete 1 course from:</i> <b>ECN 211: Macroeconomic Principles (SB) ECN 212: Microeconomic Principles (SB)</b>	3	<input type="checkbox"/>		Grade of C		
<b>MAT 211: Mathematics for Business Analysis OR MAT 271: Calculus with Analytic Geometry II (MA)</b>	3/4	<input type="checkbox"/>		Grade of C		
ENG 101 or 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or 108: English for Foreign Students	3	<input type="checkbox"/>		Grade of C		
SOC course (SB):	3	<input type="checkbox"/>				
<b>TERM THREE: 31-45 CREDIT HOURS</b>						
<b>ACC 241: Uses of Accounting Information II</b>	3	<input type="checkbox"/>		Grade of C	<ul style="list-style-type: none"> <li>Complete First Year Composition requirement: ENG 101 &amp; 102 OR ENG 107 &amp; 108 or 105</li> </ul>	
<i>Complete 1 course from:</i> <b>ECN 211: Macroeconomic Principles (SB) ECN 212: Microeconomic Principles (SB)</b>	3	<input type="checkbox"/>		Grade of C		
<b>ECN 221: Business Statistics (CS)</b>	3	<input type="checkbox"/>		Grade of C		
COM 100: Introduction to Human Communication(SB) OR COM 225: Public Speaking (L) OR COM 230: Small Group Communication (SB) OR COM 259: Communication in Business and the Professions	3	<input type="checkbox"/>				
Natural Science Quantitative (SQ):	4	<input type="checkbox"/>				
<b>TERM FOUR: 46-60 CREDIT HOURS</b>						
<b>MKT 302: Applied Marketing Management and Leadership (L)</b>	3	<input checked="" type="checkbox"/>		Grade of C		
<b>ENG 302: Business Writing</b>	3	<input checked="" type="checkbox"/>		Grade of C		
Historical Awareness (H):	3	<input type="checkbox"/>				
Cultural Diversity in the U.S. (C):	3	<input type="checkbox"/>				
Natural Science Quantitative (SQ) or General (SG):	4	<input type="checkbox"/>				
<b>TERM FIVE: 61-75 CREDIT HOURS</b>						
<b>MKT 352: Marketing Research</b>	3	<input checked="" type="checkbox"/>		Grade of C		
<b>FIN 300: Fundamentals of Finance</b>	3	<input checked="" type="checkbox"/>		Grade of C		
<b>SCM 300: Global Supply Operations</b>	3	<input checked="" type="checkbox"/>		Grade of C		
<b>WPC 301: Business Forum</b>	1	<input checked="" type="checkbox"/>		Grade of C		
Upper division Humanities, Fine Arts & Design (HU):	3	<input checked="" type="checkbox"/>				
General Education Elective:	2	<input type="checkbox"/>				
<b>TERM SIX: 76-90 CREDIT HOURS</b>						
<b>MKT 402: Consumer Behavior</b>	3	<input checked="" type="checkbox"/>		Grade of C		
Upper division MKT Major Elective:	3	<input checked="" type="checkbox"/>		Grade of C		
<b>MGT 300: Organization and Management Leadership</b>	3	<input checked="" type="checkbox"/>		Grade of C		
<b>LES 305: Legal, Ethical, and Regulatory Issues in Business</b>	3	<input checked="" type="checkbox"/>		Grade of C		
Upper division General Education Elective:	3	<input checked="" type="checkbox"/>				
<b>TERM SEVEN: 91-105 CREDIT HOURS</b>						
<b>MKT 442: Services Marketing Strategy or MKT 452: Business-to-Business Marketing Strategy or MKT 462: Competitive Marketing Strategy</b>	3	<input checked="" type="checkbox"/>		Grade of C		
<b>MKT Major Elective:</b>	3	<input checked="" type="checkbox"/>		Grade of C		
<b>International Business Course (G):</b>	3	<input checked="" type="checkbox"/>		Grade of C		
Elective:	3	<input type="checkbox"/>				
General Education Elective:	3	<input type="checkbox"/>				
<b>TERM EIGHT: 106-120 CREDIT HOURS</b>						
<b>MKT Major Elective:</b>	3	<input checked="" type="checkbox"/>		Grade of C		
Upper division Elective:	3	<input checked="" type="checkbox"/>				
Upper division Elective:	3	<input checked="" type="checkbox"/>				
Elective:	3	<input type="checkbox"/>				

**Graduation Requirements Summary:**

Total Hours (120)	Total Hrs at ASU (30)	Hrs Resident Credit for Academic Recognition (56)	Transfer UD Bus. Hrs (9 Max.)	Overall GPA (2.000 Min.)	BUS GPA (2.000 Min.)	Major GPA (2.000 Min.)	C Min. Req.	Total UD Hrs (51)	Total Comm. College Hrs. (64 Max)	Total Comm. Coll. Bus. Hrs. (30 Max)

**General University Requirements: Legend**

- General Studies Core Requirements:
  - Literacy and Critical Inquiry (L)
  - Mathematical Studies (MA)
  - Computer/Statistics/Quantitative applications (CS)
  - Humanities, Fine Arts, and Design (HU)
  - Social and Behavioral Sciences (SB)
  - Natural Science-Quantitative (SQ)
  - Natural Science-General (SG)
- General Studies Awareness Requirements
  - Cultural Diversity in the US (C)
  - Global Awareness (G)
  - Historical Awareness (H)
- First Year Composition

**Additional Notes:**