



SAM M.  
**WALTON**  
COLLEGE of BUSINESS

Bachelor of Science in Business Administration  
126 Hours THIS FORM VALID FOR 2006-2007 CATALOG

Name	
ID Number	
Major	ACT 1014 Marketing Management

Date \_\_\_\_\_ Multicultural Req. \_\_\_\_\_ Hrs \_\_\_\_\_ GPA \_\_\_\_\_

The plan below lists a semester-by-semester sequence of courses to finish the degree in eight semesters. Courses in **BOLD** must be taken in semester as designated. Courses in *ITALICS* may be taken in varied sequences as long as other designated requirements for these courses are met. Although other courses listed are not required to be completed in the designated sequence, the recommendations noted are preferred. <sup>1</sup> must be taken prior to Fall Semester of Sophomore Year <sup>2</sup> must be taken prior to Fall Semester of Junior Year <sup>3</sup> must be taken prior to Fall Semester of Senior Year

<b>1. Fall Semester 1 (15 Semester hours)</b>	<b>2. Spring Semester 1 (16 Semester hours)</b>	
<i>ENGL 1013 Composition I</i> <sup>2</sup> – University Core	<i>ENGL 1023 Composition II</i> <sup>2</sup> - University Core	
<b>MATH 2053 Finite Math</b> – University Core	<b>WCOB 1023 Business Foundations</b>	
<b>COMM 1313 Speech Communication</b>	<b>WCOB 1033 Data Analysis</b>	
<b>WCOB 1111 Freshman Business Connections</b>	<b>ECON 2023 Microeconomics</b> – University Core	
WCOB 1012 Legal Environment of Business <sup>1</sup>	<i>Natural Science (4 hours)</i> – University Core	
<b>WCOB 1120 Computer Competency Req</b>		
<i>HIST 2003 or HIST 2013 or PLSC 2003</i>	<b>4. Spring Semester 2 (16 Semester hours)</b>	
<b>3. Fall Semester 2 (18 Semester hours)</b>	<i>Fine Art/Humanities</i> – University Core	
MATH 2043 Survey of Calculus <sup>2</sup>		
<i>ECON 2013 Macroeconomics</i> <sup>2</sup> - University Core	<i>Natural Science (4 hours)</i> – University Core	
Select two of the following:		
<b>WCOB 2013 Markets and Consumers</b>	<i>Business Social Science</i>	
<b>WCOB 2023 Goods &amp; Services</b>		
<b>WCOB 2033 Human Capital</b>	Select two not completed in previous semester:	
<b>WCOB 2043 Financial Resources</b>	<b>WCOB 2013 Markets and Consumers</b>	
<i>Social Science</i> – University Core	<b>WCOB 2023 Goods &amp; Services</b>	
	<b>WCOB 2033 Human Capital</b>	
<i>Fine Art/Humanities</i> – University Core	<b>WCOB 2043 Financial Resources</b>	
	<b>ALL pre-business requirements should be met by end of term</b>	
<b>5. Fall Semester 3 (15 Semester hours)</b>	<b>6. Spring Semester 3 (15 Semester hours)</b>	
<b>MKTG 3433 Principles of Marketing</b>	<b>MKTG 4133 Marketing Research</b>	
WCOB 3016 Business Strategy and Planning	* MKTG Elective	
6 hours Junior Senior Business Electives	6 hours Junior Senior Business Elective	
	<i>ENGL 2003 or ENGL 2013 or Gen Ed</i>	
<b>7. Fall Semester 4 (16 Semester hours)</b>	<b>8. Spring Semester 4 (15 Semester Hours)</b>	
<b>MKTG 4553 Consumer Behavior</b>	<b>MKTG 4533 Marketing Management</b>	
* MKTG Elective	* MKTG Elective	
* MKTG Elective	Junior Senior Business Elective	
<i>7 hours Gen Ed Elective</i>		
	<i>6 hours General Education Electives</i>	

**Marketing Electives pick 4:** MKTG 3533 Promotional Strategy, MKTG 4833 International Marketing, MKTG 4033 Selling and Sales Management, MKTG 4933 Retail Marketing Strategy, MKTG 4103 Marketing Topics, MKTG 4943 Retail Buying & Merchandise Control