

Bachelor of Science in Business Administration

MARKETING MAJOR

Calendar year: 2009-2010

Total credits: 128

Go to <http://www.ss.unr.edu/records/catalog.asp> to see a four-year academic plan for this major.

NON-BUSINESS COURSES

Subject	Credits	Courses	
Speech Course	3	COM113/213/217/ 329	___
2 nd Social Science	3	ANTH 101/PSC 211/PSC 231/PSY 101/SOC 101	___
Non-Business Electives	9		

UNIVERSITY CORE CURRICULUM

Subject	Credits	Courses	
English	3-6	ENG 101 ENG 102	___ ___
Mathematics	3	MATH 176	___
Natural Sciences	6-8	Group A Group A/B	___ ___
Core Social Science	3	ANTH 101/PSC 211/PSC 231/PSY 101/SOC 101	___
Fine Arts	3	See General Catalog	___
Core Humanities	9	CH 201 CH 202 CH 203	___ ___ ___
Capstone		MGT 462 MGT 496	___ ___
Diversity		MKT 456	___

PRE-BUSINESS CORE (2.75 GPA REQ.)

Subject	Credits	Courses	
Accounting	6	ACC 201 ACC 202	___ ___
Economics	12	ECON 102 ECON 103 ECON 261 R ECON 262 R	___ ___ ___ ___
Information Systems	3	IS 101	___
Mathematics		MATH 176	___
Marketing	3	MKT 210	___

UPPER-DIVISION BUSINESS CORE

Subject	Credits	Courses	
Information Systems	3	IS 301	___
Management	12	MGT 323 MGT 325 MGT 462 MGT 496	___ ___ ___ ___
Supply Chain Management	3	SCM 352	___
Finance	3	FIN 301	___
Economics	3	Upper-Division Economics	___
Writing	3	MGT 321/ENG 321	___

MAJOR REQUIREMENTS

Subject	Credits	Courses	
Marketing	15	MKT 312 MKT 316 MGT 462 MKT 400 MKT 495	___ ___ ___ ___ ___
Choose Three	9	MGT 479*/MGT 487/ MGT 489*/MKT 380/ MKT 422/MKT 424/MKT 426/MKT 428/MKT 433/ MKT 441/MKT 442/MKT 478*/MKT 492/SCM 477/JOUR 341	___ ___ ___ ___

*Student must obtain approval from faculty advisor or department area coordinator.

ELECTIVES

Electives 8-11

MAJOR ADVISORS

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