

STUDENT NAME: \_\_\_\_\_ ID NUMBER: 

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 Completion Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Graduation Date: \_\_\_\_\_  
(mo/yr) (year)

**BA DEGREE IN BUSINESS ADMINISTRATION: MARKETING**

Open University validated as BA (HONS) Business Administration: Marketing with Combined Studies

| Lower Division Requirements                            | Semester Taken |
|--|----------------|
| BA 110 = ACC 201 Financial Accounting                  | _____          |
| BA 204 = MKT 301 Principles of Marketing               | _____          |
| BA 207 = FNN 301 Corporate Finance                     | _____          |
| CSCI 121 = MGT 205 Computer Applications in Management | _____          |
| ECON 210 = ECN 210 Introduction to Microeconomics      | _____          |
| ECON 211 = ECN 211 Introduction to Macroeconomics      | _____          |
| MATH 115 = MTH 115 Basic Calculus with Applications    | _____          |
| MATH 212 = MTH 212 Quantitative Methods for Business   | _____          |

| Upper Division Requirement                              | Semester Taken |
|---|----------------|
| BA/CSCI 320 = MGT 305 Information Systems in Management | _____          |
| BA/ECON 308 = ECN 308 Managerial Economics              | _____          |
| BA 313 = ACC 202 Managerial Accounting                  | _____          |
| BA 315 = 307 Operations Management                      | _____          |
| BA 316 = MGT 220 Research and Writing for Management    | _____          |
| BA 318 = MGT 301 Organizational Behavior                | _____          |
| BA 341 = INB 402 Managing the Multinational Corporation | _____          |
| BA 403 = MGT 401 Leadership                             | _____          |
| BA 440 = MGT 303 Ethical Issues in Management           | _____          |
| BA 452 = MGT 403 Competition and Strategy               | _____          |
| BA 480 = one additional Marketing course                | _____          |

| Marketing Concentration Courses (five courses required) | Semester Taken |
|---|----------------|
| BA 322 = MKT 308 Internet Marketing                     | _____          |
| BA 331 = MKT 302 Consumer Behavior                      | _____          |
| BA 334 = MKT 306 Advertising Management                 | _____          |
| BA 335 = MKT 304 Marketing Research                     | _____          |
| BA 336 = MKT 310 Developing & Managing Sales            | _____          |
| BA 337 = MKT 312 Distribution & Retailing Management    | _____          |
| BA 371 (subsumed in MKT 308)                            | _____          |
| BA 433 = MKT 402 Global Marketing Management            | _____          |
| BA 436 = MKT 404 Marketing Planning & Strategy          | _____          |

| RICHMOND CORE CURRICULUM            | Semester Taken |
|-------------------------------------|----------------|
| <b>LEVEL ONE</b>                    |                |
| 1. Numerical _____                  | _____          |
| 2. Experimental _____               | _____          |
| 3. Behavioral _____                 | _____          |
| 4. Expressive _____                 | _____          |
| 5. Temporal & Spatial _____         | _____          |
| 6. Rights, Choices and Values _____ | _____          |
| <b>LEVEL TWO</b>                    |                |
| 7. _____                            | _____          |
| 8. _____                            | _____          |
| 9. _____                            | _____          |
| <b>LEVEL THREE</b>                  |                |
| 10. _____                           | _____          |

|   |       |
|---|-------|
| <b>BASIC SKILLS</b>                             |       |
| 1. <b>Writing Skills</b>                        |       |
| ENGL 111 = ENG 111 Principles of Writing I      | _____ |
| ENGL 112 = ENG 112 Principles of Writing II     | _____ |
| 2. <b>Computer competence</b>                   |       |
| ENGL 112 = ENG 112                              | _____ |
| exemption as documented in file                 | _____ |
| 3. <b>Mathematics</b>                           |       |
| MATH 1100 = MTH 100 Fundamentals of Mathematics | _____ |
| exemption via the Mathematics Placement Test    | _____ |
| exemption via Mathematics transfer credits      | _____ |
| 4. <b>Modern Languages</b>                      |       |
| 111 (French or Spanish)                         | _____ |
| 112 (same language as above)                    | _____ |
| exemption as documented in file                 | _____ |

**Total Number of Upper Division Courses (at least 18)** \_\_\_\_\_

**Total Number of Credits (at least 120)** \_\_\_\_\_

**Student Signature:** \_\_\_\_\_

**Adviser Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_