

**BA (MKT) DEGREE PLANNING DOCUMENT for students who started in January 2004 or later.**

**STUDENT NAME:** \_\_\_\_\_

**ID NUMBER:** \_\_\_\_\_

**BA DEGREE IN BUSINESS ADMINISTRATION: MARKETING**

**OU validated as BA (HONS) Business Administration: Marketing with Combined Studies**

**LOWER DIVISION MAJOR REQUIREMENTS**

**Quantitative and Economic Core**

MTH 115 Basic Calculus with Applications	_____
ACC 201 Financial Accounting	_____
ACC 202 Managerial Accounting	_____
ECN 210 Introduction to Microeconomics	_____
ECN 211 Introduction to Macroeconomics	_____
MTH 212 Quantitative Methods for Business	_____

**Writing and Information Technology Skills**

MGT 205 Computer Applications in Management	_____
MGT 220 Research and Writing for Management	_____

**UPPER DIVISION MAJOR REQUIREMENTS**

**Business Core Courses**

FNN 301 Corporate Finance	_____
MGT 301 Organizational Behavior	_____
MKT 301 Principles of Marketing	_____
MGT 303 Ethical Issues in Management	_____
MGT 305 Information Systems in Management	_____
MGT 307 Operations Management	_____
ECN 308 Managerial Economics	_____
MGT 309 Legal Concepts in Management	_____

**Capstone Courses**

MGT 401 Leadership	_____
MGT 403 Competition and Strategy	_____

**Marketing Concentration Courses (seven courses required)**

MKT 302 Consumer Behavior	_____
MKT 304 Marketing Research	_____
MKT 306 Advertising Management	_____
MKT 404 Marketing Planning and Strategy	_____

**plus three of the following:**

MKT 308 Internet Marketing	_____
MKT 310 Developing and Managing Sales	_____
MKT 312 Distribution and Retailing Management	_____
MKT 402 Global Marketing Management	_____
MKT 483 Internship in Marketing	_____

**Semester Taken**

**RICHMOND CORE CURRICULUM**

**LEVEL ONE (indicate course number)**

1. Numerical	_____	_____
2. Experimental	_____	_____
3. Behavioral	_____	_____
4. Expressive	_____	_____
5. Temporal and Spatial	_____	_____
6. SSC 101 Rights, Choices, and Values	_____	_____

**LEVEL TWO (indicate course number)**

7. academic area one	_____	_____
8. academic area two	_____	_____
9. academic area three	_____	_____

**LEVEL THREE (indicate course number)**

10. outside area of major	_____	_____
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**Semester Taken**

**GENERAL EDUCATION REQUIREMENTS**

**BASIC SKILLS**

**1. Writing Skills**

ENG 111 Principles of Writing I	_____
ENG 112 Principles of Writing II	_____

**2. Information Literacy**

ENG 112 Principles of Writing II exemption as documented in file	_____
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**3. Mathematical Skills**

MTH 100 Fundamentals of Mathematics exemption via Mathematics Placement Test exemption as documented in file	_____
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**4. Modern Language**

(French/Italian/Spanish) 111	_____
(same language as above) 112 exemption as documented in file	_____

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

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

**Studies to be completed (month/year)** \_\_\_\_\_

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

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

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