

BA (MKT) DEGREE PLANNING DOCUMENT for students who started in September 2007 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. First Year Seminar	_____	_____

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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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	_____

3. Mathematical Skills

MTH 100 Fundamentals of Mathematics	_____
exemption via Mathematics Placement Test	_____
exemption as documented in file	_____

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: _____