College of Business and Public Affairs Degree Program Track

'09 - '11 Catalog

B.S.B. Area: MARKETING

NAME: _____

Last First Middle Initial M#

University Studies Requirements			Business Core Requirements			Area, Major, Business Elective, or Other		
Dept./Course No.	Hours	Grade	Dept./Course No.	Hours	Grade	Dept./Course No.	Hours	Grade
*ENG 105	4		*ACC 200	3		JMC 394 or MKT 460	3	
*COM 161	3		*ACC 201	3		MKT 463	3	
SCI + LAB	4		BPA 099	1		MKT 565	3	
*MAT 140	4		*BPA 215	3		MKT 568	3	
*MAT 220	3		BPA 355	3		Marketing Electives		
*HUM 211	3		BPA 442	3			3	
*CIV 201 or CIV 202	3		*CIS 243	2			3	
**Global Awareness, Cultural Diversity, and the World's Artistic Traditions Elective	3		CIS 343	2			3	
			ECO 310	3		***Business Electives		
**Ethics, Social Responsibility, and Civic Engagement Elective	3		FIN 330	3			3	
			*LST 240	3			3	
*ECO 230	3		MGT 350	3			3	
*CSC 199	3		MGT 443	3		Unrestricted Electives		
*ECO 231	3		MGT 590	3			3	
**University Studies Elective	3		MKT 360	3			3	
							1	
SUBTOTAL HOURS:	42		SUBTOTAL HOURS:	41		SUBTOTAL HOURS:	37	

ADMISSION REQUIREMENTS

During the second semester of the sophomore year students must contact their advisor to initiate admission to one of the AACSB accredited business programs. Students seeking admission to upper-division courses who have not completed all of the required pre-admission course work will be allowed to pre-register for upper-division courses if they satisfy the minimum grade point average requirements at the time of application and if they are concurrently enrolled in the courses necessary to complete the pre-admission requirements. Failure to meet all requirements for admission will result in denial of admission to the college; students denied admission will not be admitted to upper-division classes. Students may appeal to an appeals committee.

The admission standards are as follows:

1) Applicant must have completed the following pre-admission courses with a combined **GPA of 2.25**:

ACC 200 and ACC 201
BPA 215
CIS 243 (with a minimum grade of C)
CIV 201 or CIV 202
COM 161
CSC 199
ECO 230 and ECO 231
ENG 105 (with a minimum grade of C)
HUM 211
MAT 140
MAT 220

(2) Applicant must have a minimum overall GPA of 2.0.

Other Requirements

[ ] 2.0 GPA in courses taken at Murray State University.
[ ] 2.0 GPA in area, major/minor taken at Murray State University.
[ ] Includes at least 32 semester hours at Murray State University.
[ ] Includes at least 20 of the last 32 semester hours in residence at Murray State University.
[ ] Includes minimum of 120 unduplicated semester hours earned in courses numbered 100 or above.
[ ] Includes 42 upper-level hours.
[ ] 2.0 GPA overall.

*Required for B & PA Admission
**Refer to the back of this page for lists of classes in these categories.
***Select from ACC, BPA, CIS, ECO, FIN, JMC 391, 394, LST 540, MGT, MKT, OSY, POL 542, or RES, approved by advisor. MGT 250 and MKT 260 do not apply toward this area. A maximum of 3 hrs cooperative education credit counts toward the degree.