

Catalog Requirements for BBA: Marketing

Valid for Catalog Years 2018-2019
Expires Summer 2025

This worksheet does not replace processing a degree audit which is a more thorough examination of requirements completed and those that are still needed. This is especially true in regard to transfer credit evaluations when typically only limited information is available.

Core University Requirements (12 hours):

- WU101 Washburn Experience* _____ (3)
- EN101 Freshman Composition _____ (3)
- MA116 College Algebra _____ (3)
- EN300 Advanced College Writing _____ (3)

*WU101 will be waived for any transfer student starting at Washburn with more than 30 hours of college credit completed.

General Education Requirements (30 hours):

- CN150 Public Speaking _____ (3)
- MA140 Statistics (*MA116) _____ (3)
- MA141 Applied Calculus I (*MA116) _____ (3)

Two out of the three of:

- AN112 Cultural Anthropology _____ (3)
- PY100 Principles of Psychology _____ (3)
- SO100 Introduction to Sociology _____ (3)
- Humanities-Art, Music or Theater _____ (3)
- Humanities _____ (3)
- Natural Science, not Math _____ (3)
- Social Science, not Economics _____ (3)
- Gen Ed Discipline elective _____ (3)

Suggested Use of Electives (15 hours):

- Minors—45+ different programs to choose from!
- Leadership-Certificate or Minor
- Semester Abroad
- Honors Program or Research Studies
- Additional Business Courses
- _____ (3)
- _____ (3)
- _____ (3)
- _____ (3)
- _____ (3)

*Prerequisite courses must be completed with a C or better. Students who advance enroll, then later do not complete the course with a C or better, must withdraw from any course that requires that prerequisite. All required courses must be completed with a C or better. 200-level courses assume sophomore standing, 300-level assumes junior standing and 400-level courses assume senior standing.

Name: _____

WIN: _____

Advisor: _____

Date: _____

Core Requirements (39 hours):

- AC224 Financial Accounting (*EN101, MA116) _____ (3)
- AC225 Managerial Accounting (*AC224, BU250 concurrent) _____ (3)
- BU250 Management Information Systems (*EN101, MA116) _____ (3)
- EC200 Principles of Microeconomics (*MA116) _____ (3)
- EC201 Principles of Macroeconomics (*MA116, EC200) _____ (3)
- EC211 Statistics for Business & Economics (*MA116, MA140) _____ (3)
- BU315 Legal Environment of Business (*EC200, EC201) _____ (3)
- BU342 Organization & Management
(*EC200, EC201, two out of three of AN112/PY100/SO100) _____ (3)
- BU347 Production & Operations Management
(*MA141, AC225, BU250, EC211, BU342) _____ (3)
- Global Dynamic Requirement (choose one):
 - BU355 International Business (*AC225, EC200, EC201) _____ (3)
 - BU477 International Finance (*BU381, Admission) _____ (3)
 - EC410 International Economics (*EC200, EC201) _____ (3)
- BU360 Principles of Marketing (*EC200, EC201) _____ (3)
- BU381 Business Finance (*MA141, AC225, BU250, EC211) _____ (3)
- BU449 Strategic Management (*BU342, BU347, BU360, BU381) _____ (3)

Admission to the School of Business:

Students need to apply early in their junior year. To be eligible, students need a C or better in AC224, AC225, BU250, EC200, EC201, EC211, and MA141. Admission is required to enroll in all 400-level AC and BU courses and any AC/BU courses beyond 30 hours. 30 hours must be completed after admission, therefore it is expected that students will be admitted BEFORE beginning on their Major-Specific Courses.

Marketing Emphasis (24 hours):

- BU362 Marketing Research (*BU360, EC211)
- BU364 Consumer Behavior (*BU360)
- BU471 Marketing Management (*BU360, Admission)
- Marketing Elective (choose one):
 - BU363 / BU366 / BU368 / BU369 / BU371
 - Upper Division AC/BU/EC _____ (3)
 - Upper Division AC/BU/EC _____ (3)
 - Upper Division AC/BU/EC _____ (3)
 - Upper Division AC/BU/EC _____ (3)

Please Note: The MFT exam will be administered during the BU449 Strategic Management course, which should be completed during the last semester. A minimum score is not required, but all students must participate.

Degree Completion Plan for BBA: Marketing

Valid for catalog years: 2018-2019

Following this recommended schedule ensures BBA degree completion in four years. This worksheet does not replace processing a degree audit which illustrates the completion of specific degree requirements on an individualized basis.

Name: _____

WIN: _____

Advisor: _____

Date: _____

Freshman Year: (30 hours)

First Semester-15 hours

_____ WU101 Washburn Experience
_____ EN101 Freshman Composition
_____ MA116 College Algebra
_____ AN112/PY100/SO100—1st choice
_____ Recommended Elective _____

Second Semester-15 hours

_____ CN150 Public Speaking
_____ AN112/PY100/SO100—2nd choice
_____ MA141 Applied Calculus I
_____ Natural Science _____
_____ Humanities _____

*WU101 will be waived for any transfer student starting at Washburn with more than 30 hours of college credit completed.

Sophomore Year: (60 hours)

Third Semester-15 hours

_____ AC224 Financial Accounting
_____ BU250 Management Information Systems
_____ EC200 Principles of Microeconomics
_____ MA140 Statistics
_____ Humanities-AR/MU/TH _____

Fourth Semester-15 hours

_____ AC225 Managerial Accounting
_____ EC201 Principles of Macroeconomics
_____ EC211 Statistics for Business and Economics
_____ General Education Discipline _____
_____ Social Science _____

Apply for Admission to the School of Business. Requires: Completion of 54 hrs, 2.0 cumulative GPA, MA141, AC224, AC225, BU250, EC200, EC201 and EC211 completed with a C or better.

Junior Year: (90 hours)

Fifth Semester-15 hours

_____ BU381 Business Finance
_____ BU342 Organization & Management
_____ BU360 Principles of Marketing
_____ EN300 Advanced Composition
_____ Recommended Elective _____

Sixth Semester-15 hours

_____ BU362 Marketing Research
_____ BU364 Consumer Behavior
_____ BU355 / BU477 / EC410 Global Dynamics Requirement
_____ BU315 Legal Environment of Business
_____ Recommended Elective _____

Senior Year: (120 hours)

Seventh Semester- 15 hours

_____ BU471 Marketing Management
_____ Marketing elective (see list)
_____ Upper Division AC/BU/EC
_____ BU347 Production & Operations Management
_____ Recommended Elective _____

Eighth Semester-15 hours

_____ Upper Division AC/BU/EC
_____ Upper Division AC/BU/EC
_____ Upper Division AC/BU/EC
_____ BU449 Strategic Management w/MFT Exam
_____ Recommended Elective _____

Students are strongly encouraged to further enhance their business degree by completing specialty programs such as:

- Washburn Transformational Experience
- Honors
- Minor in _____
- Foreign Language
- Leadership
- Community Service
- Semester Abroad

Specific Rules to Follow:

- Keep in mind, 100 level courses should be completed before 200-level, which should be completed before 300-level, which should be completed before 400-level courses.
- All required courses must be taken for letter grade and completed with a C or better. These include all courses used to meet correlate, core, and major-specific requirements.
- Prerequisite courses must be completed with a C or better. Students who advance enroll, then later do not complete the prerequisite course with a C or better must withdraw from any course that requires that prerequisite.