UNIVERSITY OF THE SOUTHWEST -- DEGREE PLAN BACHELOR OF BUSINESS ADMINISTRATION

Emphasis: Marketing

I. GENERAL EDUCATION REQUIREMENTS	НС	G	ΙP	HN	IV. MAJOR	НС	G	IP	HN
				41					30
BUA 1303 College AlgebraBus. Applications					ACT 3204 Prin of Accounting I				4
BUA 2203 Probability & StatisticsBus. Applications				3	ACT 3214 Prin of Accounting II				4
CSI 1203 Computer Applications				3	BUA 3104 Business Law				4
ECO 2303 Principles of Economics					FIN 3433 Principles of Finance				3
ENG 1113 Rhetoric and Composition				3	MGT 3103 Principles of Management				3
ENG 1123 Rhetoric and Literature				3	MGT 3123 Ethics				3
HUM/FINE ART				3	MKT 3503 Consumer Behavior				3
HUM/FINE ART					MGT 4163 Creating a Business Plan				3
LAB SCI				4	MKT 3103 Principles of Marketing				3
LAB SCI				4					
Social Science				3	V. EMPHASIS				
Social Science				3	MKT 3513 Advertising and Promotion				3
SPE 1103 Principles of Speech					MKT 3143 Global Marketing				3
					MKT 4123 Service Marketing				3
					MKT 4133 Marketing Management				3
					MKT 4703 Topics in Marketing				3
					MGT 4323 Managing Diversity				3
II. INSTITUTIONAL REQUIREMENTS				9	MGT 4333 Strategic Planning				3
USW 2213 Freedom, Ethics & Free Enterprise				3	MGT 4343 Leadership				3
REL				3	MGT 4353 Effective Org. Teams				3
REL				3	MKT 4343 Marketing Research				3
III. ELECTIVES (any level)				10					
Total General Education Hours				60	Total - Major & Emphasis Hours				60
					Total Degree Hours				120

Student	
Address	
Phone	Date
Advisor	
Program Advisor	

<u>CODE KEY</u>					
*HC - Hours Complete					
*G- Grade					
*IP - Hours in Progress					
*HN - Hours Needed					
*NP - No Pass					
*TRANSFER CREDIT					

1) Forty of the total number of hours must be upper division hours. (numbered 3000-4000).

- 2) Two year college transfer students must complete 62 hours at USW.
- 3) Courses with grades below an "A" may need to be repeated in order to satisfy GPA and degree requirements.
- 4) Students must have a minimum 2.5 G.P.A. in their emphasis area to graduate.
- 5) Students must have a minimum overall 2.50 G.P.A to graduate.

As of 1/17/13