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| **PROGRAM CHECKLIST Effective Fall 2020 5/19/2020****B.S. in Business Administration Marketing Specialization**

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| Name: Student ID Number: Semester:  |

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|  | **UB Course** | **Credits** | **Transferred** | **UB** |
| **General Education Requirements** *(A Minimum of 38 gen ed credits are required. Non-business gen ed requirements are indicated below. Business core requirements satisfy an additional 15 credit hours of gen ed.)* |
| First-Year Seminar: Intro to Univ. Learning *(only for UB freshmen)* | IDIS 101 | 3 |  |  |
| Introduction to Information Literacy *(only for UB freshmen)* | INFO 110 | 3 |  |  |
| Arts & Humanities**1*(AH)*** |  | 3 |  |  |
| Arts & Humanities**1*(AH)*** *(must be different discipline)* |  | 3 |  |  |
| Social & Behavioral Sciences**1*(other than Econ)* *(SBS)*** |  | 3 |  |  |
| Bio & Physical Sciences**1 *(BPS)*** |  | 3 |  |  |
| Bio & Physical Sciences ***(with lab)*1 *(BPSL)*** |  | 3-4 |  |  |
| English Composition ***(COMP)*** | WRIT 101 | 3 |  |  |
| Upper-Division Ethics ***(AHE)*** | IDIS 302 | 3 |  |  |
| Upper-Division Writing ***(UCOMP)*** *(placement test required)* | WRIT 300 | 3 |  |  |
| **BUSINESS REQUIREMENTS**  |
| **Lower-Division Business Core (24 Credits)** |
| Introduction to Financial Accounting | ACCT 201 | 3 |  |  |
| Introduction to Managerial Accounting | ACCT 202 | 3 |  |  |
| Business Law I | BULA 151 | 3 |  |  |
| Oral Communications ***(ELECGE)*2 *(GR-OC)*3**  | CMAT 201 or 303 | 3 |  |  |
| The Economic Way of Thinking ***(SBS)*2** | ECON 200 | 3 |  |  |
| College Algebra ***(MA/ELECGE)*2** | MATH 111 | 3 |  |  |
| Introductory Statistics ***(MA/ELECGE)*2** | MATH 115 | 3 |  |  |
| Statistical Data Analysis | OPRE 202 | 3 |  |  |
| **Upper-Division Business Core (31 Credits)** |
| Money and Banking | ECON 308 | 3 |  |  |
| Financial Management | FIN 331 | 3 |  |  |
| Management Information Systems ***(ELECGE)*2 *(GR-IL/TF)*3** | INSS 300 | 3 |  |  |
| Management & Organizational Behavior | MGMT 301 | 3 |  |  |
| Global Business Environment ***(GR-GD)*3** | MGMT 302 | 3 |  |  |
| Human Resource Management | MGMT 315 | 3 |  |  |
| Personal & Professional Skill for Business | MGMT 330 | 1 |  |  |
| Process & Operations Management | MGMT 339 | 3 |  |  |
| Marketing Management ***(GR-IL)*3** | MKTG 301 | 3 |  |  |
| Business Application of Decision Science | OPRE 315 | 3 |  |  |
| Strategic Management *(Capstone-taken in final semester)* ***(GR-CAP)* 3** | MGMT 475 | 3 |  |  |
| **MARKETING REQUIREMENTS (15 Credits)** |
| Buyer Behavior & Market Analysis | MKTG 410 | 3 |  |  |
| Advanced Marketing Management | MKTG 460 | 3 |  |  |
| Approved MKTG Elective **(see Guide to Graduation)** |  | 3 |  |  |
| Approved MKTG Elective **(see Guide to Graduation)** |  | 3 |  |  |
| Approved MKTG Elective **(see Guide to Graduation)** |  | 3 |  |  |
| Number of electives required to meet 120 credits |  |  |  |  |
| **Total Transfer Credits:**  | **Total Credits Required:** | **Total Credits Earned:** | Minimum of **120 credits** |
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| 1. Please refer to the UB General Education Requirements webpage for a complete list of general education course options.
2. These business core requirements also satisfy general education requirements.
3. These courses are approved to meet UB’s Graduation Requirements (GR). Refer to the UB Graduation Requirements webpage for detailed information.
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| Advised by (initials): |  |  |  |  |  |  |  |  |
| Date: |  |  |  |  |  |  |  |  |

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