

**B.S. in Business Administration Marketing Specialization**

Name:

Student ID Number:

Semester:

	UB Course	Credits	Transferred	UB
<b>General Education Requirements</b> <i>(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.)</i>				
First-Year Seminar: Intro to Univ. Learning <i>(only for UB freshmen)</i>	IDIS 101	3		
Introduction to Information Literacy <i>(only for UB freshmen)</i>	INFO 110	3		
Arts & Humanities <sup>1</sup> <b>(AH)</b>		3		
Arts & Humanities <sup>1</sup> <b>(AH)</b> <i>(must be different discipline)</i>		3		
Upper-Division Ethics <b>(AHE)</b>	IDIS 302	3		
Social & Behavioral Sciences <sup>1</sup> <b>(other than Econ) (SBS)</b>		3		
Bio & Physical Sciences <sup>1</sup> <b>(BPS)</b>		3		
Bio & Physical Sciences <i>(with lab)</i> <sup>1</sup> <b>(BPSL)</b>		3-4		
English Composition <b>(COMP)</b>	WRIT 101	3		
Upper-Division Writing <b>(UCOMP)</b> <i>(placement test required)</i>	WRIT 300	3		
<b>BUSINESS REQUIREMENTS</b>				
<b>Lower-Division Business Core (24 Credits)</b>				
Introduction to Financial Accounting	ACCT 201	3		
Introduction to Managerial Accounting	ACCT 202	3		
Business Law I	BULA 151	3		
Oral Communications <b>(ELECGE)</b> <sup>2</sup>	CMAT 201 or 303	3		
The Economic Way of Thinking <b>(SBS)</b> <sup>2</sup>	ECON 200	3		
College Algebra <b>(MA/ELECGE)</b> <sup>2</sup>	MATH 111	3		
Introductory Statistics <b>(MA/ELECGE)</b> <sup>2</sup>	MATH 115	3		
Statistical Data Analysis	OPRE 202	3		
<b>Upper-Division Business Core (31 Credits)</b>				
Managerial Economics	ECON 305	3		
Financial Management	FIN 331	3		
Management Information Systems <b>(ELECGE)</b> <sup>2</sup>	INSS 300	3		
Management & Organizational Behavior	MGMT 301	3		
Global Business Environment	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	MKTG 301	3		
Business Application of Decision Science	OPRE 315	3		
Strategic Management <i>(Capstone-taken in final semester)</i>	MGMT 475	3		
<b>MARKETING REQUIREMENTS (15 Credits)</b>				
Buyer Behavior & Market Analysis	MKTG 410	3		
Advanced Marketing Management	MKTG 460	3		
Approved MKTG Elective <b>(see Guide to Graduation)</b>		3		
Approved MKTG Elective <b>(see Guide to Graduation)</b>		3		
Approved MKTG Elective <b>(see Guide to Graduation)</b>		3		
Number of electives required to meet 120 credits				
<b>Total Transfer Credits:</b>	<b>Total Credits Required:</b>	<b>Total Credits Earned:</b>	<b>Minimum of 120 credits</b>	

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.

Advised by (initials):								
Date:								