## University of North Georgia

## Business - Marketing


*Area A completed by 30 hrs. **A grade of C or higher is required for ENGL 1101 \& 1102. BBA Students should take MATH 1111 or higher.

## Area B - Institutional Options (7 hrs.)


*Modern language courses at the 1001 and 1002 level are 4 credit hours.


Area D - Natural Sciences, Math and Technology (11 hrs.)

1. Lab Science
2. Lab Science
3. Math \& Tech.

*Prerequisite for MATH 2040 is C or higher in MATH 1111 or MATH 1113.

## Area E - Social Sciences (9 hrs.)



## Area F - Courses Appropriate to Major (18 hrs.)



## Graduation Requirements:

| $\square$ US History | $\square$ GA History |
| :--- | :--- |
| $\square$ US Constitution | $\square$ GA Constitution |
| $\square 39$ Hours at 3/4000 Level | $\square 30$ Residency Hours |
| $\square$ Minimum 2.0 Institutional \& Cumulative GPA |  |
| $\square$ Minimum 60 Core Hours \& 120 Semester Hours |  |
| $\square$ 21 Hours at the 3000/4000 Level in Major |  |



Business Core ( $\mathbf{3 0} \mathrm{hrs}$.)

|  | Sem. Hrs. | Grd. |
| :---: | :---: | :---: |
| BUSA 2810 | 3 |  |
| MATH 1401 | 3 |  |
| MKTG 3700* | 3 |  |
| MGMT 3661* | 3 |  |
| FINC 3440* | 3 |  |
| BUSA 3110 | 3 |  |
| BUSA 3120 | 3 |  |
| BUSA 4995 | 3 |  |
| Choose One | 3 |  |
| Choose One | 3 |  |

*Admission to upper division is required to register for most courses with prefixes of ACCT, BUSA, CIS, ECON, FINC, MGMT and MKTG numbered 3000 or higher. Exceptions are noted with an * to the right of the course name.

Major Specific Hours (21 hrs.)

| MKTG 3710 | 3 |  |
| :---: | :---: | :---: |
| MKTG 3720 | 3 |  |
| MKTG 3730 | 3 |  |
| MKTG 3760 | 3 |  |
| MKTG 4730 | 3 |  |
| MKTG 47800 | 3 |  |
| Choose One | 3 |  |

General Electives (9 hrs. or to bring to total 120)


## Comments:

A grade of $C$ or higher is required in all Area $F$, Business Core, and Major Specific Courses.

Military Science - Cadets Only

| Course | Hrs | Course | Chk. | Grade Legend: |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| MILS 1000/05 | 2/1 | MILS 3000/05 | 3/1 |  |  |
| MILS 1100/05 | $2 / 1$ | MILS 3100/05 | 3/1 | $K=C L E P, A P$ |  |
| MILS 2000/05 | 2/1 | MILS 4000/05 | 3/1 | I = Incomplete <br> CR = Military Credit |  |
| MILS 2100/05 | $2 / 1$ | MILS 4100/05 | 3/1 |  |  |
| PME Requirement for Contracting Cadets Course Sem. |  |  |  | Hrs. Grd. |  |
| Choose one, if not taken elsewhere |  |  |  | 3 |  |

Bachelor's degree seeking students may declare a business major at any point and meet the following admission requirements prior to enrolling in any advanced 3000/4000 level course:

1) Earned a grade of $C$ or higher in each of the following courses:

ACCT 2101, ACCT 2102, ECON 2105, ECON 2106 and
Math requirement (MATH 2040 for BBA or MATH 1401 for BAS in Technology Management)
2) Meet at least one of the following GPA requirements:

Cumulative GPA of 2.5 or higher based on at least 40 semester hours
GPA of 2.75 or higher based on the ACCT, ECON and MATH courses required for admission

Other Requirements for BBA Marketing:

- Completion of the Student Professional Development Program (PROS) as specified by the Mike Cottrell College of Business
- Complete at least half of the 51 semester hours required for the combined Business Core and major specific courses at UNG; at least 12 of these semester hours must be in the major specific area - Earn a grade of $C$ or higher in each course in Area F, the Business Core, and the major specific area.

For additional information, click
information.https://ung.edu/mike-cottrell-college-of-business/academic-programs/admissions.php

Students admitted to the University of North Georgia summer 2016 or earlier will be held to the standards for enrollment published in the 2015/2016 Catalog

