

DEGREE GUIDE FOR THE COLLEGE OF ARTS & SCIENCES

GENERAL BUSINESS AND PROMOTIONS

2009-2011

Student Name: _____

Minor - General Business: 24 credits

Minor Lower Division		CRD	GRD	Minor Upper Division		CRD	GRD
ACCT 263	Accounting Analysis	3	[]	MKTG 310	Principles of Marketing	3	[]
or				BFIN 320	Principles of Finance	3	[]
ACCT 260	Principles of Accounting I	3	[]	MGMT 350	Management & Organization	3	[]
ACCT 261	Principles of Accounting II	3	[]				
ECON 200	Economic Analysis	3	[]	Electives:			
or				BMIS 235 or BUSN 283 or OPER 340		0-6	[]
ECON 201	Microeconomics	3	[]				[]
ECON 202	Macroeconomics	3	[]				[]
BUSN 230	Business Statistics	3	[]				[]
or							[]
MATH 121	Introductory Statistics	3	[]				[]

Minor - Promotion: 18 credits

Required Courses		CRD	GRD	Approved Elective Courses (3 courses required)		CRD	GRD
MKTG 310	Principles of Marketing	3	[]	PRLS 305	Writing for Public Relations	3	[]
MKTG 315	Consumer Behavior	3	[]	MKTG 330	Market Research	3	[]
MKTG 335	Marketing Communications	3	[]	MKTG 342	Graphic Design	3	[]
				MKTG 411	Advertising	3	[]
				MKTG 418	Sales Management	3	[]
				PRLS 467	Advanced Public Relations	3	[]
				MKTG 490*	Promotion Project	3	[]

* with marketing faculty approval