

**BACHELOR OF BUSINESS ADMINISTRATION WITH A
MAJOR IN MARKETING**

St. Edward's University Degree Plan Sheet
2015-2016

Name _____ Date _____

I.D. # _____ Semester entering SEU _____ /Transferred in _____

Requirements to be met	Requirement completed at SEU	Requirement completed at other college/university
GENERAL EDUCATION REQUIREMENTS (57 hrs total)		
FOUNDATIONAL SKILLS (21 hrs total)		
Rhetoric & Comp. I & II (6 hrs) (Earn grade of C or higher)		
FSTY 1311 or ENGW 1301		
ENGW 1302 *		
College Mathematics (3 hrs) (Earn grade of C or higher)		
MATH 1314, 1348, 2312, 2313, or 2314	Can be fulfilled by MATH 2313 req.	
Computational Skills (3 hrs) (Earn grade of C or higher)		
BUSI 2305, COSC 1301, 1313, 1318, 1323/1123, MATH 3320, 3334, POLS 3328, PSYC 2317, or SOCI 2329	Can be fulfilled by COSC 1318 req.	
Oral Communication (3 hrs) (Must be taken for a letter grade)		
BUSI 2321 or COMM 1317		
Modern Language 3-6 hrs based on placement or CLEP/AP:		
Of one language unless requirement satisfied otherwise		
CULTURAL FOUNDATIONS (3 hrs each— 18 hrs total)		
1318 Literature and Human Experience		
1319 Understanding and Appreciating Arts		
1320 American Experience		Take at SEU if not prior
2321 American Dilemmas *		Take at SEU only
3330 Hist. & Ev. Of Global Proc.		Take at SEU only
3331 Contemporary World Issues		Take at SEU only
FOUNDATIONS FOR VALUES AND DECISIONS (3 hrs each— 15 hrs total)		
FSTY 1310 The Human Experience		
Ethics *		
Religious Studies/Philosophy		
SCIE 2320 Science in Perspective		
Science in Depth		
CAPSTONE COURSE (3 hrs) *These courses are prerequisites for Capstone.		
CAPS 4360		Take at SEU only
A minimum of 120 hours with at least 2.0 overall and cumulative GPA in major is required for graduation. See Bulletin for all grad requirements.		
GRADUATION CERTIFICATION by official headcount day		
Students who anticipate graduating in the next term are responsible for completing the application for graduation through their myHilltop account and initiating contact with their school dean's office. The application process opens with early registration for the next term (see academic calendar for specific dates). Students who fail to meet the deadline will be required to apply to graduate the following term.		
The provisions for the Bulletin for the year during which a student first enrolls will apply to his/her graduation, provided graduation occurs not more than six year after enrollment, or with approval of the school dean of the major. 4/2015		

Requirements to be met	Requirement completed at SEU	Requirement completed at other college/university
MAJOR REQUIREMENTS (63 hrs total)		
MSB General Education Requirements (6 hrs)		
COSC 1313 Intro Info Sys. or COSC 1318 Quan App Software		
MATH 2312 Precalculus		
Business Core Requirements (39 hrs)		
ACCT 2301* Prin. Accounting I		
ACCT 2303* Prin. Accounting II		
BUSI 2305* Bus. Statistics		
BUSI 2328 Gbl Bus Resp/Ethics		
BUSI 3303 Legal Environ. Bus.		
BUSI 3330 Bus. Communication		
BUSI 4349 Strategic Mgmt		
ECON 2301* Microeconomics		
ECON 2302 Macroeconomics		
FINC 3330 Intro to Finance		
MGMT 2301 Prin of Mgmt		
MGMT 3340 Operations Mgmt		
MKTG 2301 Prin of Marketing		
Marketing Major Required Courses (18 hrs)		
MKTG 3336 Consumer Behavior		
MKTG 3343 Mktg Research		
MKTG 4345 Adv. Mktg Mgmt		
Select 3 of the following (at least 2 with MKTG prefix; not more than 2 Special Topics)		
BUSI 3385 Internship		
MKTG 3331 Mktg Promotion		
MKTG 3332 Sales/Sales Mgmt		
MKTG 3333 Principles Retailing		
MKTG 3334 Branding		
MKTG 3381 Entre. Mktg		
MKTG 3399 Special Topics		
MKTG 4341 Int'l Marketing		
ELECTIVES A minimum of at least 120 hrs is needed for graduation		
* Students must earn a grade of C or higher in these courses.		

☐ OFFICIAL DEGREE PLAN

☐ UNOFFICIAL DEGREE PLAN

ADVISOR: _____