



**2016-2017 PETITION/PROGRAM SHEET**  
**Degree: Bachelor of Business Administration**  
**Major: Business Administration**  
**Concentration: Marketing**

About This Major . . .

The Bachelor of Business Administration (BBA) is designed to prepare students for the challenges of today’s organizations, as well as the business world of tomorrow. The program provides students with the knowledge, skills and abilities to compete in both local and global business environments. Additionally, the program allows for an emphasis in a specialized area such as management, marketing, finance, economics or hospitality management. The BBA is a very versatile, flexible and valuable degree. Colorado Mesa’s BBA graduates have the ability to earn advanced degrees in business such as the Master of Business Administration – one of the most sought after degrees by employers in today’s job market. Marketing is a critical part of today’s business. Classes in promotion, consumer behavior, sales and sales management, creating marketing materials, and advanced marketing will place marketing students on a path to an exciting, fast-paced career in marketing for large and small businesses, health care and nonprofits to name a few areas. Selling skills are essential for all areas of business providing marketing students with an important skill to build their resume.

For more information on what you can do with this major, go to <http://www.coloradomesa.edu/career/whatmajor.html>.

All CMU baccalaureate graduates are expected to demonstrate proficiency in critical thinking, communication fluency, quantitative fluency, and specialized knowledge/applied learning. In addition to these campus-wide student learning outcomes, graduates of this major will be able to:

1. Integrate knowledge from multiple functional areas of business to solve business problems and to develop sound business strategies. (Specialized Knowledge)
2. Apply business knowledge and skills in appropriate business contexts and transfer knowledge and skills to new business situations. (Critical Thinking)
3. Communicate clearly, appropriately, and persuasively to the business audience, both orally and in writing, including individual presentations. (Communication Fluency)
4. Analyze business data critically, reason logically, and apply quantitative analysis methods correctly to develop appropriate business conclusions. (Quantitative Fluency)
5. Effectively work as a team. (Applied Learning)
6. Strategically apply information across functional areas of business. (Applied Learning)
7. Produce professional business work products. (Applied Learning)
8. Practice principle-based ethics in decision making both personally and professionally. (Applied Learning)
9. Create marketing strategies and evaluate business relationships in the flow of products from producer to consumer. (Specialized Knowledge)

**NAME:** \_\_\_\_\_ **STUDENT ID # :** \_\_\_\_\_

**LOCAL ADDRESS AND PHONE NUMBER:** \_\_\_\_\_  
 \_\_\_\_\_ ( ) \_\_\_\_\_

I, (Signature) \_\_\_\_\_, hereby certify that I have completed (or will complete) all the courses listed on the Program Sheet. I have read and understand the policies listed on the last page of this program sheet. I further certify that the grade listed for those courses is the final course grade received except for the courses in which I am currently enrolled and the courses which I complete next semester. I have indicated the semester in which I will complete these courses.

\_\_\_\_\_  
 Signature of Advisor \_\_\_\_\_ Date \_\_\_\_\_ 20\_\_\_\_

\_\_\_\_\_  
 Signature of Department Head \_\_\_\_\_ Date \_\_\_\_\_ 20\_\_\_\_

\_\_\_\_\_  
 Signature of Registrar \_\_\_\_\_ Date \_\_\_\_\_ 20\_\_\_\_

**DEGREE REQUIREMENTS:**

- 120 semester hours total (Students must complete a minimum of 30 of the last 60 hours of credit at CMU, with at least 15 semester hours in major discipline courses numbered 300 or higher).
- 40 upper division credits (A minimum of 15 taken at the 300-400 course levels within the major at CMU).
- 2.00 cumulative GPA or higher in all CMU coursework.
- 2.00 cumulative GPA or higher in coursework toward the major content area.
- Pre-collegiate courses (usually numbered below 100) cannot be used for graduation.
- When filling out the program sheet a course can be used only once.
- A student must follow the CMU graduation requirements either from 1) the program sheet for the major in effect at the time the student officially declares a major; or 2) a program sheet for the major approved for a year subsequent to the year during which the student officially declares the major and is approved for the student by the department head. Because a program may have requirements specific to the degree, the student should check with the faculty advisor for additional criteria. It is the student's responsibility to be aware of, and follow, all requirements for the degree being pursued. Any exceptions or substitutions must be approved by the student's faculty advisor and Department Head.
- Essential Learning Capstone should be completed between 45 and 75 hours.
- See "Requirements for Undergraduate Degrees and Certificates" in the catalog for additional graduation information.

**ESSENTIAL LEARNING REQUIREMENTS** (31 semester hours)

See the current catalog for a list of courses that fulfill the requirements below. If a course is an Essential Learning option and a requirement for your major, you must use it to fulfill the major requirement and make a different selection for the Essential Learning requirement.

Course No	Title	Sem.hrs	Grade	Term/Trns
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**English** (6 semester hours, must receive a grade of "C" or better and must be completed by the time the student has 60 semester hours.)

ENGL 111	English Composition	3		
ENGL 112	English Composition	3		

**Math** MATH 113 **or higher** (3 semester hours, must receive a grade of "C" or better, must be completed by the time the student has 60 semester hours.)

MATH 113		4*		
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\*3 credits apply to the Essential Learning requirements and 1 credit applies to elective credit

**Humanities** (3 semester hours)

**Social and Behavioral Sciences** (6 semester hours)

ECON 201	Principles of Macroeconomics	3		
ECON 202	Principles of Microeconomics	3		

**Natural Sciences** (7 semester hours, one course must include a lab)

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	L	_____	_____	_____

**History** (3 semester hours)

HIST	_____	_____	_____	_____
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**Fine Arts** (3 semester hours)

_____	_____	_____	_____	_____
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Course No	Title	Sem.hrs	Grade	Term/Trns
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**WELLNESS REQUIREMENT** (2semester hours)

KINE 100	Health and Wellness	1	_____	_____
KINA 1	_____	1	_____	_____

**ESSENTIAL LEARNING CAPSTONE** (4 semester hours)

ESSL 290	Maverick Milestone (see English & math pre-reqs)	3	_____	_____
ESSL 200	Essential Speech (co-requisite)	1	_____	_____

**FOUNDATION COURSES** (18 semester hours) These courses, plus ECON 201 & 202 and Essential Learning English & Math requirements must be completed within the student's first 60 hours.

ACCT 201	Principles of Financial Acctg	3	_____	_____
ACCT 202	Principles of Managerial Acctg	3	_____	_____
BUGB 105	Freshman Business Seminar	3	_____	_____
BUGB 211	Business Communications	3	_____	_____
CISB 101	Business Inform. Technology	_____	_____	_____
OR CISB 205	Advanced Business Software	3	_____	_____
CISB 241	Intro to Business Analysis	_____	_____	_____
OR STAT 241	Intro to Business Analysis	3	_____	_____

**BACHELOR OF BUSINESS ADMINISTRATION: MARKETING CONCENTRATION REQUIREMENTS** (63 semester hours)

**Business Administration Core** (33 semester hours)

BUGB 349	Legal Environment of Business	3	_____	_____
BUGB 401	International Business	3	_____	_____
CISB 210	Fundamentals of Info Systems	3	_____	_____
FINA 301	Managerial Finance	3	_____	_____
MANG 201	Principles of Management	3	_____	_____
MANG 301	Organizational Behavior	3	_____	_____
HRMA 371	Human Resource Management	3	_____	_____
MANG 471	Operations Management	3	_____	_____
MANG 491	Business Strategy	3	_____	_____
MARK 231	Principles of Marketing	3	_____	_____
MARK 350	Marketing Research	3	_____	_____
OR CISB 341	Quantitative Decision Making	3	_____	_____
OR MANG 341	Quantitative Decision Making	3	_____	_____

**Marketing Concentration Courses** (30 semester hours)

**Marketing Nucleus** (15 semester hours)

MARK 325	Consumer Behavior	3	_____	_____
MARK 332	Promotion	3	_____	_____
MARK 335	Sales and Sales Management	3	_____	_____
MARK 340	Creating Marketing Materials	3	_____	_____
MARK 432	Advanced Marketing	3	_____	_____

**Concentration Electives** (15 semester hours) Choose 15 hours that complement the nucleus or choose the nucleus of a second Concentration. **At least 1 hour must be upper division.**

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

**Electives** (2 semester hours of college level courses appearing on your final transcript, **not listed above** to bring total semester hours to 120.)

*MATH 113	College Algebra	1	_____	_____
_____	_____	1	_____	_____

**Special requirements:** To be admitted to the Bachelor of Business Administration program, certain prerequisites must be satisfied. Please see the Business department head for complete requirements and application form. All degree requirements must be completed as described above. Any exceptions or substitutions must be recommended in advance by the faculty advisor and approved by the Department Head. Students are required to participate in exit examinations or other programs deemed necessary to comply with the college accountability requirement.

### SUGGESTED COURSE SEQUENCING FOR BBA, CONCENTRATION IN MARKETING

This is a recommended sequence of course work. Certain courses may have prerequisites or are only offered during the Fall or Spring semesters. It is the student's responsibility to meet with the assigned advisor and check the 2 year course matrix on the Colorado Mesa website for course availability.

#### FRESHMAN YEAR

Fall Semester		Hours	Spring Semester		Hours
BUGB 105	Freshman Business Seminar	3	ENGL 112	English Composition	3
ENGL 111	English Composition	3	CISB 241	Intro to Business Analysis	
MATH 113	College Algebra	4	OR STAT 241	Intro to Business Analysis	3
CISB 101	Business Information Technology		CISB 210	Fundamentals of Information Systems	3
OR CISB 205	Advanced Business Software	3	ESSL	Natural Science with Lab	4
ESSL	Fine Arts	3	KINE 100	Health and Wellness	1
		16			14

#### SOPHOMORE YEAR

Fall Semester		Hours	Spring Semester		Hours
ACCT 201	Principles of Financial Accounting	3	ACCT 202	Principles of Managerial Accounting	3
BUGB 211	Business Communications	3	ECON 202	Principles of Microeconomics	3
ECON 201	Principles of Macroeconomics	3	MANG 201	Principles of Management	3
MARK 231	Principles of Marketing	3	ESSL 290	Maverick Milestone	3
ESSL	History	3	ESSL 200	Essential Speech	1
		15	ESSL	Humanities	3
					16

#### JUNIOR YEAR

Fall Semester		Hours	Spring Semester		Hours
BUGB 349	Legal Environment of Business	3	MARK 332	Promotion	3
FINA 301	Managerial Finance	3	MARK 335	Sales and Sales Management	3
MANG 301	Organizational Behavior	3	ESSL	Natural Science	3
HRMA 371	Human Resource Management	3	MARK 340	Creating Marketing Materials	3
Concentration Elective		3	Concentration Elective	15	3
		15			15

#### SENIOR YEAR

Fall Semester		Hours	Spring Semester		Hours
MARK 325	Consumer Behavior	3	MANG 491	Business Strategy	3
MARK 350	Marketing Research		MARK 432	Advanced Marketing	3
OR CISB 341	Quantitative Decision Making		Concentration Electives (two courses)		6
OR MANG 341	Quantitative Decision Making	3	KINA Activity		1
MANG 471	Operations Management	3	Elective		1
BUGB 401	International Business	3			14
Concentration Elective		3			
		15			

#### POLICIES:

1. Please see the catalog for a complete list of graduation requirements.
2. This program sheet must be submitted with your graduation planning sheet to your advisor during the **semester prior to the semester of graduation, no later than October 1 for spring graduates, no later than March 1 for fall graduates.** You must turn in your "Intent to Graduate" form to the Registrar's Office **by September 15 if you plan to graduate the following May, and by February 15 if you plan to graduate the following December.**
3. Your advisor will sign and forward the Program Sheet and Graduation Planning Sheet to the Department Head for signature. Finally, the Department Head will submit the signed forms to the Registrar's Office. (Students cannot handle the forms once the advisor signs.)
4. If your petition for graduation is denied, it will be your responsibility to reapply for graduation in a subsequent semester. Your "Intent to Graduate" does not automatically move to a later graduation date.
5. NOTE: During your senior year, you will be required to take a capstone exit assessment/project (e.g., Major Field Achievement Test).