



2006 – 07 PETITION/PROGRAM SHEET
Degree: Bachelor of Business Administration
Major: Marketing
www.mesastate.edu/schools/sbps/busadm/mark.htm

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 the local and global business environments. Additionally, the program allows for an emphasis in a specialized area such as management, marketing, finance, economics or travel and tourism.

The BBA degree can be applied in various fields such as medicine, the arts, sports, and education. In addition to positions in corporate America, nonprofit organizations like hospitals, school systems, and theaters also require people with business training and skills. Graduates of BBA programs hold positions in organizations from entry level manger to chief executive officer. Mesa State's BBA graduates are entrepreneurs, small business owners, bank vice-presidents, product managers in advertising firms, and project and operations managers in manufacturing organizations.

The BBA is a very versatile, flexible and valuable degree. Many of Mesa State’s BBA graduates have gone on 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.

POLICIES:

1. It is your responsibility to determine whether you have met the requirements for your degree. Please see the MSC Catalog for a complete list of graduation requirements.
2. 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. 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.**
4. Your advisor will sign and forward the Program Sheet and Graduation Planning Sheet to the Department Head for signature.
5. Finally, the Department Head or the department administrative assistant will take the signed forms to the Registrar’s Office. (Students cannot handle the forms once the advisor signs.)
6. 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.
7. NOTE: The semester before graduation, you will be required to take a Major Field Achievement Test (exit exam).

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 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__

- Must earn 120 semester hours and meet the academic residency requirements to earn a baccalaureate degree at Mesa State College.
- Must earn a minimum of 40 semester hours in upper division courses (i.e., 300-level and 400-level courses).
- A cumulative grade point average of 2.0 or higher must be maintained for all courses taken and for all courses in the major.
- When filling out this program sheet a course can only be used once, i.e., no double counting is allowed between categories.
- Excess KINA/HPWE courses beyond the two required and pre-collegiate courses (usually numbered below 100) cannot be used for graduation.
- It is recommended that students work closely with a faculty advisor when selecting courses and scheduling classes prior to registration.

General Education Requirements (Minimum of 33 semester hours) See the M.S.C. catalog for the list of courses that meet the general education categories.

Course No. Credit Grade Term Year Trns/Subs

English: ENGL 111 and 112 (6 semester hours, must receive a "C" or higher, must be completed by the time the student has 60 semester hours)

*ENGL _____

*ENGL _____

*ENGL 129, Honors English, may be substituted for ENGL 111 and ENGL 112. Must earn a grade of "C" or better. May need to take additional electives.

Humanities: (6 semester hours)

Social and Behavioral Sciences: (6 semester hours)

ECON 201 _____

ECON 202 _____

Course No. Credit Grade Term Year Trns/Subs

Humanities or Social/Behavioral Science: (3 semester hours)

Fine Arts: (3 semester hours)

Natural Sciences: (minimum 6 semester hours, at least one course must include a lab)

Applied Studies: (3 semester hours)

Other Requirements (10 semester hours)

Kinesiology: (3 Semester Hours)

Course No. Credit Grade Term Year Trns/Subs

KINE/HPWA 100 1 _____

KINA/HPWE _____ 1 _____

KINA/HPWE _____ 1 _____

See the M.S.C. catalog for the list of approved KINA/HPWE/Selected DANC courses.

Bachelor of Business Administration Degree Distinction:

(7 semester hours) Must earn a "C" or better in both courses.

Course No. Credit Grade Term Year Trns/Subs

MATH* 113 4 _____

STAT 200 3 _____

*Math 113 or higher level math as approved by advisor

Major Requirements (59 Semester Hours)

Business Core (29 semester hours)

Course No. Credit Grade Term Year Trns/Subs

ACCT 201 3 _____

ACCT 202 3 _____

BUGB 105 2 _____

BUGB 211 3 _____

BUGB 349 3 _____

Course No. Credit Grade Term Year Trns/Subs

CISB 101 3 _____

FINA 301 3 _____

MANG 201 3 _____

MANG 491 3 _____

MARK 231 3 _____

Required Concentration Courses (30 Semester Hours)

Course No. Credit Grade Term Year Trns/Subs

MANG 301 3 _____

MARK 325 3 _____

MARK 332 3 _____

Course No. Credit Grade Term Year Trns/Subs

MARK 335 3 _____

MARK 350 3 _____

MARK 432 3 _____

Upper Division Business Electives (12 semester hours)

Electives (All college level **non-business** courses appearing on your final transcript, **not listed above** that will bring your total semester hours to 120 hours. Excludes KINA/HPWE activity courses.) (18 semester hours; 3 hours of upper division may be needed.)

<u>Course</u>	<u>No.</u>	<u>Credit</u>	<u>Grade</u>	<u>Term</u>	<u>Year</u>	<u>Trns/Subs</u>	<u>Course</u>	<u>No.</u>	<u>Credit</u>	<u>Grade</u>	<u>Term</u>	<u>Year</u>	<u>Trns/Subs</u>
_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
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_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____

GRADUATION INFORMATION

See the “Undergraduate Graduation Requirements” in the Mesa State College catalog for additional graduation information.

GENERAL EDUCATION REQUIREMENTS (Minimum of 33 Semester Hours) See current Mesa State College catalog for list of courses that fulfill the requirements below. If one (or more) of the selections below is required in your major, you must use it to fulfill the major requirement and make a different selection to meet the general education requirement. **The courses may not be used to fulfill both requirements.**

English – 6 Semester Hours (Must be **completed** before student has 60 semester hours. Must receive grade of “C” or above.)
ENGL 111 and ENGL 112 **or** ENGL 129 (*by permission*)

Humanities – 6 semester hours

Social and Behavioral Sciences – 6 semester hours (ECON 201 and 202 required)

Humanities or Social/Behavioral Sciences – 3 semester hours

Fine Arts – 3 semester hours

Natural Sciences – 6 semester hours (At least one course must include a lab.)

Applied Studies – 3 semester hours

OTHER REQUIREMENTS (10 Semester Hours)

Kinesiology – 3 Semester Hours
Each student must take KINE/HPWA 100 together with two KINA/HPWE/Selected DANC courses. See current catalog for listing.

Degree Distinction – 7 Semester Hours
MATH 113 College Algebra (Or a higher level math as approved as approved by advisor) – 4 semester hours
STAT 200 Probability and Statistics - 3 semester hours

Marketing (59 Semester Hours)

Business Core (29 Semester Hours)

- ACCT 201 Principles of Financial Accounting
- ACCT 202 Principles of Managerial Accounting
- BUGB 105 Freshman Business Seminar
- BUGB 211 Business Communications
- BUGB 349 Legal Environment of Business
- CISB 101 Business Information Technology
- FINA 301 Managerial Finance
- MANG 201 Principles of Management
- MANG 491 Business Strategy
- MARK 231 Principles of Marketing

Marketing Concentration (30 semester hours)

- MANG 301 Organizational Behavior
- MARK 325 Consumer Behavior
- MARK 332 Promotion
- MARK 335 Sales and Sales Management
- MARK 350 Marketing Research
- MARK 432 Advanced Marketing
- Upper Division Business Electives (12 sem hrs)

Special requirements: To be admitted to the Business Marketing concentration, certain prerequisites must be satisfied. Please see the Business department head for complete requirements and application form. **Requests for more than 6 hours of cooperate education internship must be approved by the advisor.** 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.

General Electives: 18 Semester Hours; 3 hours of upper division may be needed. Must be **non-business.**

SUGGESTED COURSE SEQUENCING FOR A MAJOR 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 their advisor and check the 2 year course matrix on the Mesa State website for course availability.

FRESHMAN YEAR

Fall Semester		Hours	Spring Semester		Hours
BUGB 105	Freshman Business Seminar	2	ENGL 112	English Composition	3
CISB 101	Business Information Technology	3	STAT 200	Probability and Statistics	3
ENGL 111	English Composition	3	General Education Humanities		3
MATH 113	College Algebra	4	General Education Natural Science with Lab		3-4
General Education Fine Arts		3	KINE/HPWA 100	Health and Wellness	1
KINA/HPWE	Activity	<u>1</u>	KINA/HPWE	Activity	<u>1</u>
		16			14-15

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	General Education Applied Studies		3
General Education Humanities or Social/Behavioral Science		<u>3</u>	General Education Humanities		<u>3</u>
		15			15

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	General Education Science		3
Electives – Non-Business		<u>6</u>	Electives – Non-Business		6
		15	Elective – Upper Division Business		<u>3</u>
					15

SENIOR YEAR

Fall Semester		Hours	Spring Semester		Hours
MARK 325	Consumer Behavior	3	MANG 491	Business Strategy	3
MARK 350	Marketing Research	3	MARK 432	Advanced Marketing	3
Elective – Non-Business		2-3	Elective – Non-Business		3
Electives – Upper Division Business		<u>6</u>	Elective – Upper Division Business		3
		14-15	Elective – Upper Division non-Business		<u>3</u>
					15