



2008 – 09 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 manager 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

Signature of Department Head

Date

Signature of Registrar

Date

Students should work closely with a faculty advisor when selecting and scheduling courses prior to registration.

Degree Requirements:

- 120 semester hours total (A minimum of 28 taken at MSC)
- 40 upper division credits (A minimum of 15 taken within the major at MSC)
- 2.00 cumulative GPA or higher in all MSC 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.
- Program sheets are for advising purposes only. Because a program may have requirements specific to the degree, check with your advisor for additional guidelines, including prerequisites, grade point averages, grades, exit examinations, and other expectations. It is the student's responsibility to be aware of, and follow, all guidelines for the degree being pursued. Any exceptions or substitutions must be approved by the faculty advisor and/or Department Head.
- See the "Undergraduate Graduation Requirements" in the Mesa State College catalog for additional graduation information.

GENERAL EDUCATION REQUIREMENTS (31 semester hours)

See the current Mesa State College catalog for a list of courses that fulfill the requirements below. If a course is on the general education list of options and a requirement for your major, you must use it to fulfill the major requirement and make a different selection within the general education 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			
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ENGL 112 English Composition	3			
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(ENGL 129, Honors English, may be substituted for ENGL 111 & ENGL 112.)

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 General Ed 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			
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ECON 202 Principles of Microeconomics	3			
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Natural Sciences (7 semester hours, one course must include a lab)

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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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OTHER LOWER DIVISION REQUIREMENTS (6 semester hours)

Kinesiology (3 semester hours)

Students must take KINE 100, plus two 100-level KINA/HPWE or approved DANC course.

KINE 100 Health and Wellness	1			
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KINA 1	1			
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KINA 1	1			
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Applied Studies (3 semester hours)

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DEGREE DISTINCTION REQUIREMENTS (6 semester hours)

Must receive a grade of "C" or better.

STAT 200 Probability and Statistics	1			
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Humanities or Social/Behavioral Sciences (3 semester hours)

	3			
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BACHELOR OF BUSINESS ADMINISTRATION: MARKETING MAJOR REQUIREMENTS (59 semester hours) Must pass all courses with a grade of "C" or higher.

Business Core (29 semester hours)

ACCT 201 Principles of Financial Accounting	3			
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ACCT 202 Principles of Managerial Accounting	3			
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BUGB 105 Freshman Business Seminar	2			
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BUGB 211 Business Communications	3			
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BUGB 349 Legal Environment of Business	3			
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CISB 101 Business Info Technology	3			
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FINA 301 Managerial Finance	3			
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MANG 201 Principles of Management	3			
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MANG 491 Business Strategy	3			
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MARK 231 Principles of Marketing	3			
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Required Concentration Courses (30 semester hours)

MANG 301 Organizational Behavior	3			
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MARK 325 Consumer Behavior	3			
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MARK 332 Promotion	3			
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MARK 335 Sales and Sales Management	3			
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MARK 350 Marketing Research	3			
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MARK 432 Advanced Marketing	3			
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Upper Division Business Electives (12 semester hours)

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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.) (18 semester hours; 3 hours of upper division needed or may be needed.)

*MATH 113 College Algebra	1			
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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 cooperative 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.

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 the assigned 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
ENGL 111	English Composition	3	STAT 200	Probability and Statistics	3
MATH 113	College Algebra	4	CISB 101	Business Information Technology	3
General Education History		3	General Education Natural Science with Lab		3-4
General Education Fine Arts		3	KINE 100	Health and Wellness	1
KINA	Activity	<u>1</u>	KINA	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