



**2014-2015 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. Many of Colorado Mesa’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.

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. Apply business knowledge and skills in appropriate business contexts and transfer knowledge and skills to new business situations. (Critical Thinking)
2. Produce professional business work products, independently and working as a team. (Applied Learning)
3. Communicate clearly, appropriately, and persuasively to the business audience, both orally and in writing. (Communication Fluency)
4. Integrate knowledge from multiple functional areas of business to solve business problems and to develop sound business strategies. (Specialized Knowledge)
5. Analyze business data critically, reason logically, and apply quantitative analysis methods correctly to develop appropriate business conclusions. (Quantitative Fluency)
6. Properly and appropriately use information systems tools and techniques within functional business areas. (Applied Learning)
7. 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\_\_\_\_

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

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.
- See the "Undergraduate Graduation Requirements" in the catalog for additional graduation information.

**GENERAL EDUCATION REQUIREMENTS** (31 semester hours)

See the current 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 |
|-----------|-------|---------|-------|-----------|
|-----------|-------|---------|-------|-----------|

**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* | _____ | _____ |
|----------|-------|----|-------|-------|

\*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 | _____ | _____ |
| ECON 202 | Principles of Microeconomics | 3 | _____ | _____ |

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

|       |       |       |       |       |
|-------|-------|-------|-------|-------|
| _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ |
| _____ | L     | _____ | _____ | _____ |

**History** (3 semester hours)

|      |       |       |       |       |
|------|-------|-------|-------|-------|
| HIST | _____ | _____ | _____ | _____ |
|------|-------|-------|-------|-------|

**Fine Arts** (3 semester hours)

|       |       |       |       |       |
|-------|-------|-------|-------|-------|
| _____ | _____ | _____ | _____ | _____ |
|-------|-------|-------|-------|-------|

| Course No | Title | Sem.hrs | Grade | Term/Trns |
|-----------|-------|---------|-------|-----------|
|-----------|-------|---------|-------|-----------|

**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 | _____ | _____ |
| KINA 1   | _____               | 1 | _____ | _____ |
| KINA 1   | _____               | 1 | _____ | _____ |

**Applied Studies** (3 semester hours)

|       |       |       |       |       |
|-------|-------|-------|-------|-------|
| _____ | _____ | _____ | _____ | _____ |
|-------|-------|-------|-------|-------|

**FOUNDATION COURSES** (17 semester hours) These courses, plus ECON 201 & 202 and Gen Ed 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      | 2     | _____ | _____ |
| 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 200 | Probability and Statistics     | 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 | _____ | _____ |
| MANG 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** (3 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 | _____ | _____ |
| _____     | _____           | 2 | _____ | _____ |

**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       | 2        | ENGL 112          | English Composition                 | 3        |
| ENGL 111          | English Composition             | 3        | CISB 241          | Intro to Business Analysis          |          |
| MATH 113          | College Algebra                 | 4        | or STAT 200       | Probability and Statistics          | 3        |
| CISB 101          | Business Information Technology |          | CISB 210          | Fundamentals of Information Systems | 3        |
| or CISB 205       | Advanced Business Software      | 3        | General Education | Natural Science with Lab            | 4        |
| General Education | Fine Arts                       | 3        | KINE 100          | Health and Wellness                 | 1        |
| KINA              | Activity                        | <u>1</u> | KINA              | Activity                            | <u>1</u> |
|                   |                                 | 16       |                   |                                     | 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 | History                            | <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      | Natural Science              | 3        |
| MANG 371               | Human Resource Management     | 3        | MARK 340               | Creating Marketing Materials | 3        |
| Concentration Elective |                               | <u>3</u> | Concentration Elective |                              | <u>3</u> |
|                        |                               | 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        | Elective                              |                    | <u>2</u> |
| MANG 471               | Operations Management        | 3        |                                       |                    | 14       |
| BUGB 401               | International Business       | 3        |                                       |                    |          |
| Concentration Elective |                              | <u>3</u> |                                       |                    |          |
|                        |                              | 15       |                                       |                    |          |

#### POLICIES:

1. Demonstrated competency in personal computer skills and computer literacy required. See Department of Business for details.
2. It is your responsibility to determine whether you have met the requirements for your degree. Please see the Catalog for a complete list of graduation requirements.
3. 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.**
4. 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.**
5. Your advisor will sign and forward the Program Sheet and Graduation Planning Sheet to the Department Head for signature.
6. 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.)
7. 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.
8. NOTE: The semester before graduation, you will be required to take a Major Field Achievement Test (exit exam).