

NAME: \_\_\_\_\_ T#: \_\_\_\_\_



## Bachelor of Science in Business Administration-Management and Marketing (Marketing) - 8-Semester Guaranteed Program

This map is a term-by-term sample course schedule. The milestones listed to the right of each term are designed to keep you on course to graduate in four years. The Sample Schedule serves as a general guideline to help you build a full schedule each term. See course descriptions and prerequisites at <http://www.atu.edu/academics/catalog/>.

### Employment Information: Advertising Account Manager, Advertising Agency Coordinator, Sales Representative, Insurance Underwriter and Sales Manager

#Remedial Courses (if applicable):      ENGL 0303 \_\_\_\_\_      ENGL 0404 \_\_\_\_\_      READ 0103 \_\_\_\_\_      MATH 0903 \_\_\_\_\_

Semester 1 Course Information	Hrs.	Grade	Notes
ENGL 1013 - Composition I (ACTS = ENGL 1013)	3	#	
MATH 1113 - College Algebra (ACTS = MATH 1103)	3	#	***May omit MATH 1113 if ACT over 22
BUAD 1111 - Intro to Business	1		
BUAD 2003 - Business Information Systems	3	#	
General Elective	3		
General Elective	2		
<b>Total hours</b>	<b>15</b>	<b>GPA</b>	

Semester 2 Course Information	Hrs.	Grade	Notes
ENGL 1023 - Composition II (ACTS = ENGL 1023)	3	#	
MATH 2223 - Quantitative Business Analysis	3	#	Milestone
SPH 2173 - Business & Professional Speaking	3		SPH 2003 may substitute.
General Elective	3		
General Elective	3		
<b>Total hours</b>	<b>15</b>	<b>GPA</b>	

Semester 3 Course Information	Hrs.	Grade	Notes
ACCT 2000 - Accounting Principles I Lab	0		Co-Req for ACCT 2003
*ACCT 2003 - Accounting Principles I (ACTS = ACCT 2003)	3		Milestone
*ECON 2003 - Principles of Economics I (ACTS = ECON 2103)	3		Milestone
Science with lab	4		
*BDA 2003 - Business Problem Solving	3		
*BLAW 2033 - Legal Environment of Business	3		
<b>Total hours</b>	<b>16</b>	<b>GPA</b>	

Semester 4 Course Information	Hrs.	Grade	Notes
*ACCT 2013 - Accounting Principles II (ACTS = ACCT 2013)	3		*Must complete 18 hrs of COB foundation courses to enroll in 3000-4000 level business courses.
*ECON 2013 - Principles of Economics II (ACTS = ECON 2203)	3		
Science with lab	4		
Fine Arts & Humanities	3		
*BUAD 2053 - Business Statistics (ACTS = BUSI 2103)	3		Milestone
<b>Total hours</b>	<b>16</b>	<b>GPA</b>	<b>MGMK ADVISOR ASSIGNED</b>

Semester 5 Course Information	Hrs.	Grade	Notes
US History & Government	3		Must complete a min of 54 hrs & cumulative GPA of 2.00 to enroll in COB 3000-4000 level courses
BUAD 3023 - Business Communications	3		
ECON 3003 - Money & Banking	3		
MGMT 3003 - Management & Organizational Behavior	3		
MKT 3043 - Principles of Marketing	3		
			50% of COB courses must be completed at Tech.
<b>Total hours</b>	<b>15</b>	<b>GPA</b>	

Semester 6 Course Information	Hrs.	Grade	Notes
ACCT 3063 - Managerial Acct or ACCT 4023 - Cost Acct (Spring Only)	3		
FIN 3063 - Business Finance	3		
MGMT 3103 - Operations Management	3		
MKT 3163 - Consumer Behavior	3		
General Elective	3		
<b>Total hours</b>	<b>15</b>	<b>GPA</b>	<b>APPLY FOR GRADUATION</b>

Semester 7 Course Information	Hrs.	Grade	Notes
MGMT 4013 - Management Information Systems	3		
MKT 4143 - Marketing Management	3		Fall Only
MKT Electives (3000-4000)	3		
General Elective	3		
General Elective	3		
<b>Total hours</b>	<b>15</b>	<b>GPA</b>	

Semester 8 Course Information	Hrs.	Grade	Notes
Fine Arts & Humanities	3		
MGMT 4083 - Business Policy	3		<b>Graduation Requirements:</b>
MGMT/MKT Electives (3000-4000)	3		
MKT 4153 - Research Methods (Spring Only)	3		
General Elective	1		Students must complete 120 hours and achieve a 2.0 GPA or higher with at least 40 hours over 3000 level. No more than 4 hours can be in PE.
<b>Total hours</b>	<b>13</b>	<b>GPA</b>	

COB = College of Business

# indicates a "C" or better is required

General Electives: 21 hours (1000-4000)

The Arkansas Course Transfer System (ACTS) is designed to assist in planning the academic progress of students. This system contains information about the transferability of courses within Arkansas public colleges and universities. The Arkansas Course Transfer System can be accessed at <http://acts.adhe.edu/>

Fine Arts and Humanities	U.S. History & Government
ART 2123 - Experiencing Art (ACTS = ARTA 1003)	HIST 1903 - Survey of American History
MUS 2003 - Introduction to Music (ACTS = MUSC 1003)	HIST 2003 - U.S. History to 1877 (ACTS = HIST 2113)
TH 2273 - Introduction to Theatre (ACTS = DRAM 1003)	HIST 2043 - Honors U.S. History to 1877
ENGL 2173 - Introduction to Film	HIST 2013 - U.S. History II (ACTS = HIST 2123)
JOUR 2173 - Introduction to Film	POLS 2003 - American Government (ACTS = PLSC 2003)
ENGL 2003 - Intro to World Literature (ACTS = ENGL 2113)	<b>Science with Lab</b>
ENGL 2013 - Intro to American Literature (ACTS = ENGL 2653)	BIOL 1014 - Intro to Biological Science (ACTS = BIOL 1004)
ENGL 2023 - Honors World Literature	BIOL/PHSC 1004 - Principles of Environmental Science
PHIL 2003 - Introduction to Philosophy (ACTS = PHIL 1103)	GEOL 1014 - Physical Geology (ACTS = GEOL 1114)
PHIL 2043 - Honors Introduction to Philosophy	PHSC 1013/1021 - Physical Sci/Lab (ACTS = PHSC 1004)

Social Sciences	
HIST 1503 - World History to 1500 (ACTS = HIST 1113)	ECON 2013 - Princ of Economics II (ACTS = ECON 2203)
HIST 1513 - World History since 1500 (ACTS = HIST 1123)	SOC 1003 - Introductory Sociology (ACTS = SOCI 1013)
HIST 1543 - Honors World History to 1500	PSY 2003 - General Psychology (ACTS = PSYC 1103)
HIST 2003 - U.S. History to 1877 (ACTS = HIST 2113)	ANTH 1213 - Intro to Anthropology (ACTS = ANTH 1013)
HIST 2013 - U.S. History since 1877 (ACTS = HIST 2123)	ANTH 2003 - Cultural Anthropology (ACTS = ANTH 2013)
HIST 2043 - Honors U.S. History to 1877	GEOG 2013 - Regional Geography (ACTS = GEOG 2103)
HIST 1903 - Survey of American History	AMST 2003 - American Studies
POLS 2003 - American Government (ACTS = PLSC 2003)	<b>Speech Courses</b>
ECON 2003 - Princ of Economics I (ACTS = ECON 2103)	SPH 1003 - Intro to Speech Com (ACTS = SPCH 1003)
ECON 2103 - Honors Principles of Economics I	SPH 2003 - Public Speaking
	SPH 2173 - Business and Professional Speaking