

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	Semester 5 Course Information		Hrs.	Grade	Notes
ENGL 1013 - Composition I (ACTS = ENGL 1013)		3	#		US History & Government		3		Must complete a min of 54 hrs & cumulative GPA of 2.00 to enroll in COB 3000-4000 level courses
MATH 1113 - College Algebra (ACTS = MATH 1103)		3	#	***May omit MATH 1113 if ACT over 22	BUAD 3023 - Business Communications		3		
BUAD 1111 - Intro to Business		1			ECON 3003 - Money & Banking		3		
BUAD 2003 - Business Information Systems		3	#		MGMT 3003 - Management & Organizational Behavior		3		
General Elective		3			MKT 3043 - Principles of Marketing		3		
General Elective		2			Total hours		15	GPA	50% of COB courses must be completed at Tech.
Total hours		15	GPA						
Semester 2 Course Information		Hrs.		Notes	Semester 6 Course Information		Hrs.		Notes
ENGL 1023 - Composition II (ACTS = ENGL 1023)		3	#		ACCT 3063 - Managerial Acct or ACCT 4023 - Cost Acct (Spring Only)		3		
MATH 2223 - Quantitative Business Analysis		3	#	Milestone	FIN 3063 - Business Finance		3		
SPH 2173 - Business & Professional Speaking		3		SPH 2003 may substitute.	MGMT 3103 - Operations Management		3		
General Elective		3			MKT 3163 - Consumer Behavior		3		
General Elective		3			General Elective		3		
Total hours		15	GPA		Total hours		15	GPA	APPLY FOR GRADUATION
Semester 3 Course Information		Hrs.		Notes	Semester 7 Course Information		Hrs.		Notes
ACCT 2000 - Accounting Principles I Lab		0		Co-Req for ACCT 2003	MGMT 4013 - Management Information Systems		3		
*ACCT 2003 - Accounting Principles I (ACTS = ACCT 2003)		3		Milestone	MKT 4143 - Marketing Management		3		Fall Only
*ECON 2003 - Principles of Economics I (ACTS = ECON 2103)		3		Milestone	MKT Electives (3000-4000)		3		
Science with lab		4			General Elective		3		
*BDA 2003 - Business Problem Solving		3			General Elective		3		
*BLAW 2033 - Legal Environment of Business		3			Total hours		15	GPA	
Total hours		16	GPA						
Semester 4 Course Information		Hrs.		Notes	Semester 8 Course Information		Hrs.		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.	Fine Arts & Humanities		3		
*ECON 2013 - Principles of Economics II (ACTS = ECON 2203)		3			MGMT 4083 - Business Policy		3		Graduation Requirements:
Science with lab		4			MGMT/MKT Electives (3000-4000)		3		
Fine Arts & Humanities		3			MKT 4153 - Research Methods (Spring Only)		3		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.
*BUAD 2053 - Business Statistics (ACTS = BUSI 2103)		3		Milestone	General Elective		1		
Total hours		16	GPA	MGMK ADVISOR ASSIGNED	Total hours		13	GPA	

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		Social Sciences	
ART 2123 - Experiencing Art (ACTS = ARTA 1003)		HIST 1903 - Survey of American History		HIST 1503 - World History to 1500 (ACTS = HIST 1113)	ECON 2013 - Princ of Economics II (ACTS = ECON 2203)
MUS 2003 - Introduction to Music (ACTS = MUSC 1003)		HIST 2003 - U.S. History to 1877 (ACTS = HIST 2113)		HIST 1513 - World History since 1500 (ACTS = HIST 1123)	SOC 1003 - Introductory Sociology (ACTS = SOCI 1013)
TH 2273 - Introduction to Theatre (ACTS = DRAM 1003)		HIST 2043 - Honors U.S. History to 1877		HIST 1543 - Honors World History to 1500	PSY 2003 - General Psychology (ACTS = PSYC 1103)
ENGL 2173 - Introduction to Film		HIST 2013 - U.S. History II (ACTS = HIST 2123)		HIST 2003 - U.S. History to 1877 (ACTS = HIST 2113)	ANTH 1213 - Intro to Anthropology (ACTS = ANTH 1013)
JOUR 2173 - Introduction to Film		POLS 2003 - American Government (ACTS = PLSC 2003)		HIST 2013 - U.S. History since 1877 (ACTS = HIST 2123)	ANTH 2003 - Cultural Anthropology (ACTS = ANTH 2013)
ENGL 2003 - Intro to World Literature (ACTS = ENGL 2113)		Science with Lab		HIST 2043 - Honors U.S. History to 1877	GEOG 2013 - Regional Geography (ACTS = GEOG 2103)
ENGL 2013 - Intro to American Literature (ACTS = ENGL 2653)		BIOL 1014 - Intro to Biological Science (ACTS = BIOL 1004)		HIST 1903 - Survey of American History	AMST 2003 - American Studies
ENGL 2023 - Honors World Literature		BIOL/PHSC 1004 - Principles of Environmental Science		POLS 2003 - American Government (ACTS = PLSC 2003)	Speech Courses
PHIL 2003 - Introduction to Philosophy (ACTS = PHIL 1103)		GEOL 1014 - Physical Geology (ACTS = GEOL 1114)		ECON 2003 - Princ of Economics I (ACTS = ECON 2103)	SPH 1003 - Intro to Speech Com (ACTS = SPCH 1003)
PHIL 2043 - Honors Introduction to Philosophy		PHSC 1013/1021 - Physical Sci/Lab (ACTS = PHSC 1004)		ECON 2103 - Honors Principles of Economics I	SPH 2003 - Public Speaking
					SPH 2173 - Business and Professional Speaking