



2005 – 06 PETITION/PROGRAM SHEET
Degree: Bachelor of Business Administration
Concentration: 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 your MSC Catalog for a complete list of graduation requirements.
2. You must go to the Registrar’s Office and fill out the “Intent to Graduate” form **at the beginning of the semester prior to graduating.**
3. This program sheet must be submitted with your graduation planning sheet to your advisor during the **semester prior to graduating, no later than September 15 for Spring graduates, February 15 for Fall graduates.**
4. Your advisor will sign and forward the Program Sheet, Intent to Graduate Form, 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 |

- 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 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)

Human Performance and Wellness: (3 Semester Hours)

Course No. Credit Grade Term Year Trns/Subs

HPWA 100 1 _____ _____ _____ _____

HPWE _____ 1 _____ _____ _____ _____

HPWE _____ 1 _____ _____ _____ _____

See the M.S.C. catalog for the list of approved HPWE Activity 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 _____ _____ _____ _____ _____

MARK 350 _____ _____ _____ _____ _____

MARK 432 _____ _____ _____ _____ _____

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 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> |
|---------------|------------|---------------|--------------|-------------|-------------|------------------|---------------|------------|---------------|--------------|-------------|-------------|------------------|
| _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ |

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)

Human Performance and Wellness – 3 Semester Hours
Each student must take HPWA 100 together with two HPWE Activity 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 Policies and Management
- 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

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 | HPWA 100 Health and Wellness | 1 |
| HPWE Activity | <u>1</u> | 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 Policies and Management | 3 |
| MARK 350 Marketing Research | 3 | MARK 432 Advanced Marketing | 3 |
| Elective – Non-Business | 3 | Elective – Non-Business | 3 |
| Electives – Upper Division Business | <u>6</u> | Elective – Upper Division Business | 3 |
| | 15 | Elective – Upper Division non-Business | <u>3</u> |
| | | | 15 |