

Application to Upper Division for:				MTSU ID				
2021-2022 – B.B.A. – Major: Marketing Courses other than electives should normally be taken in the year and sequence shown.				E-Mail Address				
COURSES REQUIRED		Hours		GRADE	Approved Substitutions and Elective Descriptions			
Where alternatives or electives are listed please list the ones taken.		1st Sem	2nd Sem		Course Title and No.	Sem Hrs	Where Taken if not at MTSU	+/- Hrs Validation Date or Other Notes
FRESHMAN	COMM: ENGL 1010	3						
	COMM: ENGL 1020		3					
	MATH: MATH 1630 or 1810	3						
	COMM: COMM 2200		3					
	SCI (2 RUBRICS): ASTR 1030/1031; BIOL 1030/1031, 1110/1111, 2010/2011, 2020/2021; CHEM 1010/1011, 1030/1031, 1110/1111; GEOL 1030/1031, 1040/1041; PGEO 1030; PHYS 1110, 2010/2011, 2110/2111; PSCI 1030/1031, 1130/1131	4						
	SOC/BEH/CORE: ECON 2410 Prin of Econ Macro	3						
	CORE: ECON 2420 Prin of Econ Micro		3					
	Elective	1						
	Elective		3					
SOPHOMORE	HUM/FA: ENGL 2020, 2030; HUM 2610	3						
	HUM/FA (2 RUBRICS): ANTH 2210; ART 1030, 1920; DANC 1000; HIST 1010, 1020, 1110, 1120; MUS 1030; MUHL 1610; PHIL 1030; THEA 1030	3						
	HIST (2 COURSES): HIST 2010, 2020, 2030, 2040, 2050	3						
	SOC/BEH: AAS 2100; ANTH 2010; GEOG 2000; GS 2010; HLTH 1530/1531; EMC/TOUR/RLM 1020; PS 1005, 1010; PSY 1410; RS 2030; SOC 1010, 2010; WGST 2100		3					
	CORE: ACTG 2110 Prin of Actg I	3						
	CORE: ACTG 2120 Prin of Actg II		3					
	CORE: BIA 2610 Statistical Methods		3					
	Elective	3						
JUNIOR	CORE: BIA 3620 Intro Bus Analytics	3						
	MKT 3010 Professional Prep in Mkt	3						
	CORE: INFS 3100 Prin of MIS		3					
	CORE: MGMT 3610 Prin of Management	3						
	CORE: BUS 3000 Dale Carnegie		3					
	CORE: FIN 3010 Prin of Corporate Finance		3					
	CORE: BLAW 3400 Leg Env of Business	3						
	CORE: MKT 3820 Prin of Marketing	3						
	MAJ: MKT 3910 Consumer Behavior		3					
	MAJ: MKT 3930 Marketing Research		3					
SENIOR	BCED 3510 Business Comm	3						
	MAJ: MKT Upper-Division Elective		3					
	MAJ: MKT Upper-Division Elective		3					
	MAJ (W): MKT 4890 Mkt Mgmt	3						
	MAJ: MKT Upper-Division Elective		3					
	MAJ: MKT Upper-Division Elective		3					
	MAJ: MKT Upper-Division Elective		3					
	MAJ: MKT Upper-Division Elective		3					
	Business Elective	3						
	CORE: BUAD 4980 Strategic Management		3		Take at MTSU in last semester (check prerequisites)			
Business core (CORE) requirement courses must be completed before taking BUAD 4980. Courses required in major (MAJ) cannot be used in minor. Student cannot double major or double minor in business.					Advisor		Date	

Mark box below to select a Minor (one business minor option must be selected).

<input type="checkbox"/> Minor: Business Administration (courses built into UD form)			<input type="checkbox"/> Alt. Bus. Minor (Optional):		
Course	Hrs	Grades/Notes	Course	Hrs	Grades/Notes
ACTG 2110 Prin of Actg I	3			3	
ACTG 2120 Prin of Actg II	3			3	
BLAW 3400 Legal Env of Business	3			3	
FIN 3010 Prin of Corporate Finance	3			3	
INFS 3100 Prin of MIS	3			3	
MGMT 3610 Prin of Management	3			3	
MKT 3820 Prin of Marketing	3				
Total	21		Total		
GPA (2.0 Min.)			GPA (Note Min)		
These courses are required in this curriculum and constitute a minor. Must take 3 upper-division hours at MTSU.					

Graduation Requirements	Minimum	Notes
Total Semester Hours	120 semester hours	
Grade Point Average	2.00 GPA	
Upper-Division Hours	36 semester hours	
Major GPA (Minimum: 2.0)	2.00 GPA	
MTSU Upper-Division Hours in Major	12 semester hours	
GPA in all Jones College Minor(s)	2.00 GPA	
MTSU Upper-Division Hours in Minors	3 semester hours	
Cumulative GPA in Jones College CORE Courses (ACTG, BIA, BCED, BLAW, BUAD, BUS, ECON, FIN, INFS, MGMT, MKT)	2.00 GPA	
Senior College Hours	50 semester hours	
Residency Requirement	18 of last 30 semester hours at MSTU	
Minimum MTSU Hours	30 semester hours	
50% Required Business Hours Taken at MTSU	30 semester hours	

Students interested in careers in **general marketing strategy** are encouraged to choose MKT electives from the following: MKT 3825 Measuring Market Performance, MKT 3855 Product Management, MKT 4510 International Marketing, and MKT 4870 Services Marketing. Other elective options include: MKT 3830 Retailing and E-Commerce, MKT 3840 Professional Selling, MKT 3850 Promotion, MKT 3950 Business to Business Marketing, MKT 3960 Marketing Channels Management, or MKT 4950 Internship.

Students interested in careers in **sports, entertainment, and event promotion** are encouraged to choose MKT electives from the following: MKT 3850 Promotion, MKT 3865 Sports Marketing, MKT 3920 Entertainment Marketing, and MKT 4170 Applied Promotion and Social Media Marketing Strategies. Other elective options include: MKT 3900 Social Media Marketing, MKT 4510 International Marketing, MKT 4640 Entertainment Branding, MKT 4800 Sales Management, or MKT 4950 Internship.

Students interested in careers in **digital marketing** are encouraged to choose MKT electives from the following: MKT 3825 Measuring Market Performance, MKT 3850 Promotion, MKT 3900 Social Media Marketing, MKT 3830 Retailing and E-Commerce, and MKT 4170 Applied Promotion and Social Media Marketing Strategies. Other elective options include: MKT 3950 Business to Business Marketing, MKT 4510 International Marketing, MKT 4870 Services Marketing, or MKT 4950 Internship.

Jones College Admission Requirements

Students must be admitted at least one semester prior to anticipated graduation date.

Requirements	Met	Notes
30 sem hrs degree credit		
Completion of all high school deficiency requirements		
Completion of all academic enrichment requirements		
Inclusive GPA \geq 2.250 on all college-level coursework		
Pre-Business Required Courses (GPA \geq 2.250)	G R A D E	MTSU and transfer grades are used in the pre-business calculation
ACTG 2110 Principles of Accounting I		
ECON 2410 Principles of Economics, Macroeconomics		
ECON 2420 Principles of Economics, Microeconomics		
BIA 2610 Statistical Methods		

Students who are juniors and meet prerequisites may register for the following courses before being fully admitted to the Jones College:
BIA 3620, BCED 3510, BLAW 3400, BUS 3000, FIN 3010, INFS 3100, MGMT 3610, MKT 3820.

Registration or credit in these courses does not guarantee admission to the Jones College.

Student Instructions

- One (1) copy signed by major advisor should be filed with your Graduation Analyst - Undergraduate Services two semesters before you intend to graduate by
1. This form is for guidance purposes only. The official program is checked and verified by your Graduation Analyst - Undergraduate Services.
 2. Transfer credits and substitutions must be initiated by the advisor.

Graduation Analyst - Undergraduate Services (BAS N208), Jennings A. Jones College of Business	Date
------------------------------------------------------------------------------------------------------	-------------