## BACHELOR OF SCIENCE IN MARKETING
With a concentration in Sport Management

**Student Name ___________________________**  
**Catalogue Year 2016 - 2017**

### GENERAL EDUCATION CORE

<table>
<thead>
<tr>
<th>INTERDISCIPLINARY STUDIES (1-4 SH)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>FYS 1100</td>
<td>(3)</td>
</tr>
<tr>
<td>IDS 2100</td>
<td>(1)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMPUTER COMPETENCY (0-3 SH)</th>
<th>(0-3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSC 1000 *</td>
<td></td>
</tr>
<tr>
<td>(Must be satisfied before completing 60 s.h.)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMMUNICATIONS (6-12 SH)*</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 1000 (if required)</td>
<td>(3)</td>
</tr>
<tr>
<td>ENG 1010</td>
<td>(3)</td>
</tr>
<tr>
<td>ENG 1020 or 1040</td>
<td>(3)</td>
</tr>
<tr>
<td>ENG 2070 (if required)</td>
<td>(3)</td>
</tr>
<tr>
<td>OCL 1510 or 3540*</td>
<td>(0-3)</td>
</tr>
</tbody>
</table>

### GLOBAL PERSPECTIVE ELECTIVE (3 SH)

Choose one approved course** (3)

### HUMANITIES (9 SH)

| Literature (except ENG 3610 or 3620) | (3) |
| History                               | (3) |
| Religion                              | (3) |

### FINE ARTS APPRECIATION (3 SH)

ART 1510, 2530, 2540, MUS 1510, 1520, 1600, 1610, THE 1620  
1630 or 3 s.h. applied MUS/THE ensemble (3)

### MATHEMATICS (3-6 SH)

| MAT 1030 (if required) | (3) |
| MAT 1050 (or higher, except 1060 or 2060) | (3) |

### NATURAL SCIENCES (6-8 SH) any lab science

(3/4)

### SOCIAL SCIENCE (3 SH)

| ECO, PSC, PSY or SOC | (3) |

### WELLNESS (2-3 SH)

WEL 1010 and  
WEL 2010 or 2350 or  
WEL 2180 or PXS 2900 (3)

### LIBERAL ARTS ELECTIVE (3 SH)

Choose one approved course*** (3)

### LIBRARY COMPETENCY COMPLETED

(Must be satisfied before completing 60 s.h.)

**TOTAL 36-52 SH**

### REEVES SCHOOL OF BUSINESS

#### Foundation Core (15 SH)

| ACC 2510 (3) | ECO 2610 (3) |  |
| ACC 2530 (3) | ECO 2620 (3) |  |
| BUS 2160 (3) |  |  |

#### Professional Core (15 SH)

| BUS 3320 (3) | BUS 4700 (3) |  |
| BUS 3430 (3) | MKT 2510 (3) |  |
| # BUS 3520 (3) |  |  |

### MARKETING (21 SH)

| BUS 3150, 3200, PHI 3200, or SMA 3400 | (3) |
| MKT 3900 (3) | MKT 4700 (3) |  |
| MKT 4000 (3) |  |  |

Plus 9 sh from the following electives:

| MKT 3360, 3450, 3600, 3840, 4100, 4200, 4300, 4550, 4600, 4850, 4990, SMA 4210 | (3) |
|  |  |  |
|  |  |  |

### ADDITIONAL COURSE REQUIREMENTS TO MEET 124 SH

| Electives | ( ) |

**An elective course for any Reeves School of Business major may only be used to meet the requirements of one major.**

**A required class in any Reeves School of Business major may not be used as an elective for another Reeves School of Business major.**

### GRADUATION REQUIREMENTS

1. Minimum 124 semester hours.
2. 31 semester hours in residency to include 50% of the major/minor and 24 semester hours at the 3000/4000 level.
3. GPA of 2.000 or higher required in (A) overall, (B) residency, (C) major, (D) minor, and (E) concentration.
4. Satisfactory completion of the English Placement Examination or ENG 2070 is a graduation requirement for all transfer students.
5. Errors contained on this checksheet do not release the student from meeting the graduation requirements as stated in the Academic Catalogue.
Some General Education core requirements may be filled in the major. Consult Academic Catalogue and Advisor for specific options.

* Students who pass a competency test for CSC 1000 and/or OCL 1510 (administered on a pass/fail basis at no charge) will not be required to take the class for which a test is passed. Passing a competency test will not give a student a grade or the equivalent semester hours for taking the respective course(s), but will satisfy the respective general education CSC and/or OCL requirement(s). Students are permitted one single attempt to pass a CSC 1000 and/or OCL 1510 competency test.

**The Global Perspective Elective must be a course outside the major, minor or concentration. It can be met by taking a minimum of 3 s.h. from the following:

Foreign Language
Study Abroad (IDS 3550/4550)
International Internship
ACC 4620 International Accounting (Study-abroad)
ARH 2530 Survey of Art History I
BUS 3310 Fundamentals of International Business
BUS 3330 International Business Experience (Study-abroad)
BUS/LAW 4850 Special Topics: International Law (Study Abroad)
ECO 4200 Comparative Economic Systems
ECO 4520 International Trade and Finance
ECO 4650 Economic Growth and Development
ENG 2110 English Literature I
ENG 2120 English Literature II
ENG 2310 World Literature I
ENG 2320 World Literature II
ENG 3420 Women's Literature
ENG 3440 American Diversity
ENG 3710 Chaucer
ENG 3730 Literature of Medieval England
ENG 3740 Shakespeare
ENG 3920 19th Century British Literature
ENG 4020 Modernist Literature
ENG 4030 Contemporary Literature
ENM/LAW 2510 Caribbean Natural Resources & Law
ENP 3300 International Entrepreneurship
GEO 2520 Regional Geography
HIS 1030 World History I
HIS 1040 World History II
HIS 2150 Barbarian Invasions
HIS 2170 Race, Ethnicity, and Global Perspective
HIS 3010 Modern Asian History
HIS 3050 Islam and the Islamic World
HIS 3250 Modern History
HIS 3310 Topics in Latin American History
HIS 3700 Contemporary World History
HIS 4110 Modern Russia
LAN 3200 Introduction to Linguistics
MKT 4100 Global Marketing
OCL 3600 Intercultural Communication
PSC 2270 Comparative Politics
PSC 3510 International Relations
PSC 4010 European Politics
PSC 4020 Middle East Politics
PSC 4040 Politics in East Asia (Study Abroad)
PSC 4050 Latin American Politics (Study Abroad)
PSC 4400 International Organizations
PSC 4510 International Political Economy
REL 1030 Introduction to Religion
REL 1040 Introduction to Biblical Literature
REL 1070 Religion and Film
REL 1500 Eastern Religious Traditions
REL 1510 Western Religious Traditions
REL 2010 Survey of Hebrew Bible
REL 2020 Survey of the New Testament
REL 3010 The Hebrew Prophets
REL 3020 Jesus and the Gospels
REL 3520 Modern Religious Thought
REL 4040 Myth and Culture
REL 4050 Early Christianity
REL 4060 Reformation Europe
SOC 2530 Global Social Problems
SOC 2560 Cultural Anthropology
THE 3110 Theatre History and Literature I
THE 3120 Theatre History and Literature II

***Liberal Arts Elective - One additional 3 s.h. course outside the major, minor or concentration form the fine arts, humanities, mathematics, computer science, natural science, foreign languages, and/or social sciences.

Please see academic catalogue for excluded courses.

Errors contained on this checksheet do not release the student from meeting the graduation requirements as stated in the Academic Catalogue.