

A degree will be conferred after all university and college requirements have been met, and a grade point average of 2.0 or better in Overall, UNO, Business courses, Major, Major at UNO and Last 60 hrs is obtained. Advice given by the counseling staff is based on the student current courses. Student is required to meet all requirements for the upcoming semester(s).

Name \_\_\_\_\_

Student # \_\_\_\_\_

| GENERAL EDUCATION REQUIREMENTS |        |                   |  |
|--------------------------------|--------|-------------------|--|
| English Placement :            |        |                   |  |
| Hrs                            | Grades | Course            | Description  |
| 3                              |        | ENGL 1157         | Composition  |
| 3                              |        | ENGL 1158         | Composition "C" or better required   |
| 3                              |        |                   | Literature <sup>1</sup>  |
| 3                              |        |                   | Literature <sup>1</sup>  |
| 3                              |        | MATH 1115 or 1125 | Algebra or Precalculus Algebra "C" or better required  |
| 3                              |        | MATH 2314         | Elementary Statistics Methods  |
| 3                              |        |                   | Science Lecture <sup>2</sup>   |
| 3                              |        |                   | Science Lecture <sup>2</sup>   |
| 3                              |        |                   | Science Lecture <sup>2</sup>   |
| 1                              |        |                   | Science Lab <sup>2</sup>   |
| 1                              |        |                   | Science Lab <sup>2</sup>   |
| 3                              |        |                   | Arts Elective <sup>3</sup> FA, MUS, or FTCA-Theatre related  |
| 3                              |        |                   | Humanities Elective <sup>3</sup> ENGL, FA, FORL, FTCA, MUS, PHIL<br>(Freshman level foreign languages are not allowed) |
| 3                              |        |                   | Social Science Elective <sup>3</sup> ANTH, GEOG, HIST, POLI, PSYC, SOC, URBN   |
| 3                              |        |                   | Social Science Elective <sup>3,6</sup> ANTH, GEOG, HIST, POLI, PSYC, SOC, URBN   |
| 3                              |        |                   | Non-Business Elective <sup>4</sup>   |
| 3                              |        |                   | Non-Business Elective <sup>4</sup>   |
| 3                              |        |                   | Non-Business Elective <sup>4</sup>   |

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- The following English courses **cannot** be used as Literatures: 2151, 2152, 2153, 2161, 2163, 2282, 2284, 3240 or 4240.
- Must take 8 hrs of one science (2 lectures and 2 labs) and the remaining 3 hrs must be selected from another science: BIOS, CHEM, PHYS, or EES (GEOL). Minimum of 3 hours of Biology required.  
**Credit cannot be earned for both BIOS 1053/1051 and BIOS 1083/1081 or BIOS 1063/1061 and BIOS 1073/1071**
- At least six hours of Social Sciences, Humanities, or Arts at the 2000 level
- Only 3 hrs of EDHP/EDHS or 6 hrs of MILS or REL may be used for degree credit as Non-Business Electives or a Maximum of 6 hrs combined from these areas.
- QMBE 2786 and 2787 must be taken concurrently.
- PSYC 1000 is strongly recommended. It is the prerequisite to MKT 3505
- Once prerequisites have been met <http://business.uno.edu/internship/index.html>, contact Tresa Banks-Lewis at [tbanksle@uno.edu](mailto:tbanksle@uno.edu)

10/16/08

Course recommendations by counseling staff are based on student's current status/ schedule.  
 Student is required to adjust his/her schedule if prerequisites are not met.

Date \_\_\_\_\_

Contact # \_\_\_\_\_

| COLLEGE OF BUSINESS REQUIREMENTS |        |           |  |
|----------------------------------|--------|-----------|--|
| Hrs                              | Grades | Course    | Description                                  |
| 3                                |        | ECON 1203 | Principles of Microeconomics                 |
| 3                                |        | ECON 1204 | Principles of Macroeconomics                 |
| 3                                |        | BA 2780   | Appl Software for Business                   |
| 3                                |        | MANG 2790 | Business Communication (3471)                |
| 3                                |        | ACCT 2100 | Principles of Accounting                     |
| 3                                |        | ACCT 2130 | Managerial Accounting                        |
| 3                                |        | QMBE 2786 | Stat. for Business and Econ <sup>5</sup>     |
| 1                                |        | QMBE 2787 | Stat. for Business and Econ Lab <sup>5</sup> |
| 3                                |        | BA 3010   | Legal Environment of Business                |
| 3                                |        | FIN 3300  | Principles of Finance                        |
| 3                                |        | MANG 3401 | Org. Behavior and Systems                    |
| 3                                |        | MANG 3402 | Operations and Systems Mang                  |
| 3                                |        | MANG 4480 | Business Policies and Problems               |
| 3                                |        |           | Business Elective                            |
| 3                                |        |           | Business Elective                            |
| 3                                |        |           | Business Elective                            |

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| MAJOR REQUIREMENTS |        |                                 |   |
|--------------------|--------|---------------------------------|---|
| Hrs                | Grades | Course                          | Description                               |
| 3                  |        | MKT 3501 "C" or better required | Principles of Marketing (2501)            |
| 3                  |        | MKT 3505 "C" or better required | Consumer Behavior <sup>6</sup>            |
| 3                  |        | MKT 3510 "C" or better required | Intro to Marketing Research               |
| 3                  |        | MKT 4585 "C" or better required | Marketing Internship <sup>7</sup>         |
| 3                  |        | MKT 4580 "C" or better required | Marketing Management                      |
| 3                  |        | MKT 4590 "C" or better required | Marketing Strategy                        |
| 3                  |        |                                 | Marketing Elective "C" or better required |
| 3                  |        |                                 | Marketing Elective "C" or better required |

24 Hrs

120 T. Hrs

**Transfer Students Only**

- English Proficiency Exam must be successfully completed by the end

- of \_\_\_\_\_
- 15 hours in Major at UNO
  - 50% of Business courses at UNO
  - Last 30 hours at UNO
  - Grade Suspension-Non Transferable

Students Initials \_\_\_\_\_

## Marketing Course Prerequisites

All 3000 level classes prerequisite = at least 30 hours earned. All 4000 level classes prerequisite = at least 45 hours earned.

|                                |  |
|--------------------------------|--|
| <b>ACCT 2100</b>               | Not open to Freshmen (29 hours or less) or students in remedial classes  |
| <b>ACCT 2130</b>               | ACCT 2100  |
| <b>BA 1000</b>                 | Not available for students who have completed more than 30 hours   |
| <b>BA 2780</b>                 | MATH 1115 or 1125  |
| <b>BA 3010</b>                 |  |
| <b>ECON 1203</b>               | MATH 1115 or equivalent, and placement in ENGL 1157 or higher  |
| <b>ECON 1204</b>               | ECON 1203  |
| <b>FIN 3300</b>                | ECON 1203; ACCT 2100 is strongly recommended   |
| <b>MANG 2790</b>               | ENGL 1158 and BA 2780  |
| <b>MANG 3401</b>               | ACCT 2100 and ECON 1203  |
| <b>MANG 3402</b>               | MANG 3401 and MATH 2314  |
| <b>MANG 4480</b>               | MANG 3402, MKT 3501, FIN 3300, and Senior standing (90 hours or more)  |
| <b>MKT 3501</b>                | ECON 1203  |
| <b>MKT 3505</b>                | MKT 3501 and 3 hours of Psychology   |
| <b>MKT 3510</b>                | MKT 3501, QMBE 2786  |
| <b>MKT 3585</b>                | MKT 3501 and Junior standing; Once prerequisites have been met ( <a href="http://business.uno.edu/internship/index.html">http://business.uno.edu/internship/index.html</a> ), contact Ms. Tresa Banks-Lewis via email ( <a href="mailto:Tbanksle@uno.edu">Tbanksle@uno.edu</a> ) for more information. |
| <b>MKT 4580</b>                | 12 hours of MKT that must include 3501, 3505 and 3510  |
| <b>MKT 4590</b>                | 15 hours of MKT that must include 3501, 3505, 3510 and 4580  |
| <b>QMBE 2786 and 2787(lab)</b> | BA 2780, MATH 2314;<br>both QMBE 2786 and 2787 must be taken concurrently  |

Note: The above business courses are required for this major. Check the University Catalog ([www.uno.edu/~acse/catalog.html](http://www.uno.edu/~acse/catalog.html)) and Bulletin ([www.uno.edu/~acse/bulletin/bulletin.html](http://www.uno.edu/~acse/bulletin/bulletin.html)) for information on business electives and non-business requirements.

