

8-Semester Guaranteed Program
2014-2015 Degree Map-Bachelor of Science in Business Administration-Management and Marketing-Marketing

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 _____

Sample Schedule

Semester 1	Hrs.	Grade	Milestones/Notes	Semester 1
ENGL 1013-Comp I (ACTS=ENGL 1013)	3	#		
MATH 1113-College Algebra (ACTS=MATH 1103)	3	#		
BUAD 1111-Intro to Business	1		May omit MATH 1113, if Math ACT is 22+. If omitted, must complete an addl. 3 hrs of electives.	
BUAD 2003-Business Information Systems	3	#		
General Elective	3			
General Elective	2			
Total hours	15	GPA		

Semester 2	Hrs.	Grade	Milestones/Notes	Semester 2
ENGL 1023-Comp II (ACTS=ENGL 1023)	3	#		
MATH 2223-Quantitative Business Analysis	3	#	Milestone	
SPH 2173-Business & Professional Speaking	3		SPH 2003 may substitute.	
General Elective	3			
General Elective	3			
Total hours	15	GPA		

Semester 3	Hrs.	Grade	Milestones/Notes	Semester 3
*ACCT 2003-Accounting Principles I (ACTS=ACCT 2003)	3		Milestone	
*ECON 2003-Principles of Economics I (ACTS=ECON 2103)	3		Milestone	
Science with lab	4			
*BDA 2003-Business Problem Solving	3			
*BLAW 2033-Legal Environment of Business	3			
Total hours	16	GPA		

Semester 4	Hrs.	Grade	Milestones/Notes	Semester 4
*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.	
*ECON 2013-Principles of Economics II (ACTS=ECON 2203)	3			
Science with lab	4			
Fine Arts & Humanities	3			
*BUAD 2053-Business Statistics (ACTS=BUSI 2103)	3		Milestone	
Total hours	16	GPA	MGMK ADVISOR ASSIGNED	

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
ART 2123 Experiencing Art (ACTS=ARTA1003)	HIST 1903 Survey of American History
MUS 2003 Introduction to Music (ACTS=MUSC1003)	HIST 2003 U.S. History I (ACTS=HIST2113)
TH 2273 Introduction to Theatre (ACTS=DRAM 1003)	HIST 2043 Honors U.S. History I
ENGL 2173 Introduction to Film	HIST 2013 U.S. History II (ACTS=HIST2123)
JOUR 2173 Introduction to Film	POLS 2003 American Government (ACTS=PLSC2003)
ENGL 2003 Introduction to World Literature (ACTS=ENGL2113)	Science with Lab
ENGL 2013 Intro. to American Literature (ACTS=ENGL2653)	BIOL 1014- Intro. to Biological Science (ACTS= BIOL1004)
ENGL 2023 Honors World Literature	BIOL/PHSC 1004- Principles of Environmental Science
PHIL 2003 Introduction to Philosophy (ACTS=PHIL1103)	GEOL 1014- Physical Geology (ACTS= GEOL 1114)
PHIL 2043 Honors Introduction to Philosophy	PHSC 1013/1021- Physical Sci/Lab (ACTS= PHSC 1004)

Sample Schedule

Semester 5	Hrs.	Grade	Milestones/Notes	Semester 5
US History & Government	3			
BUAD 3023-Business Communications	3		Must complete a min of 54 hrs & cumulative GPA of 2.00 to enroll in COB 3000-4000 level courses	
ECON 3003-Money & Banking	3			
MGMT 3003-Management & Organizational Behavior	3			
MKT 3043-Principles of Marketing	3			
Total hours	15	GPA	50% of COB courses must be completed at Tech.	

Semester 6	Hrs.	Grade	Milestones/Notes	Semester 6
ACCT 3063-Managerial Accounting or ACCT 4023-Cost Accounting (Spring Only)	3			
FIN 3063-Business Finance	3			
MGMT 3103-Operations Management	3			
MKT 3163-Consumer Behavior	3			
General Elective	3			
Total hours	15	GPA	APPLY FOR GRADUATION	

Semester 7	Hrs.	Grade	Milestones/Notes	Semester 7
MGMT 4013-Management Information Systems	3		Milestone	
MKT 4143-Marketing Management	3		Fall Only	
MKT Electives (3000-4000 level)	3			
General Elective	3			
General Elective	3			
Total hours	15	GPA		

Semester 8	Hrs.	Grade	Milestones/Notes	Semester 8
Fine Arts & Humanities	3			
MGMT 4083-Business Policy	3			
MGMT/MKT Electives (3000-4000 level)	3		Graduation Requirements: Min. hours 3000-4000 level courses: 40 No more than 4 PE activity hours Min. hours required:120 2.00+ GPA	
MKT 4153-Research Methods Spring Only	3			
General Elective	1			
Total hours	13	GPA		

General Electives: 21 hours (1000-4000 level)

COB = College of Business

indicates a "C" or better is required

Social Sciences
HIST 1503 World Civilization (ACTS=HIST1113)
HIST 1513 World Civilization II (ACTS=HIST1123)
HIST 1543 Honors World Civilization I
HIST 2003 U.S. History I (ACTS=HIST2113)
HIST 2013 U.S. HISTORY II (ACTS=HIST2123)
HIST 2043 Honors U.S. History I
HIST 1903 Survey of American History
POLS 2003 American Government (ACTS=PLSC2003)
ECON 2003 Principles of Economics I (ACTS=ECON2103)
ECON 2103 Honors Principles of Economics I
ECON 2013 Principles of Economics II (ACTS=ECON2203)
SOC 1003 Introductory Sociology (ACTS=SOCI1013)
PSY 2003 General Psychology (ACTS=PSYC1103)
ANTH 1213 Intro. to Anthropology (ACTS=ANTH1013)
ANTH 2003 Cultural Anthropology (ACTS=ANTH2013)
GEOG 2013 Regional Geography of the World (ACTS=GEOG2103)
AMST 2003 American Studies
Speech Courses
SPH 1003 Intro. to Speech Com. (ACTS=SPCH1003)
SPH 2003 Public Speaking
SPH 2173 Business and Professional Speaking