

# Catalog Requirements for BBA: Marketing

Valid for Catalog Years 2019-2020  
Expires Summer 2026

This worksheet does not replace processing a degree audit which is a more thorough examination of requirements completed and those that are still needed. This is especially true in regard to transfer credit evaluations when typically only limited information is available.

## Core University Requirements (12 hours):

- WU101 Washburn Experience\*\* \_\_\_\_\_ (3)
- EN101 Freshman Composition \_\_\_\_\_ (3)
- MA116 College Algebra \_\_\_\_\_ (3)
- EN300 Advanced College Writing \_\_\_\_\_ (3)

\*\*WU101 will be waived for any transfer student starting at Washburn with more than 30 hours of college credit completed.

## General Education Requirements (27 hours):

### 9 hours Humanities

- Humanities-Art, Music or Theater \_\_\_\_\_ (3)
- Writing –EN103/131/145/207/208/209/Comp II \_\_\_\_\_ (3)
- CN150 Public Speaking \_\_\_\_\_ (3)

### 9 hours Social Science

Two out of the three of:

- AN112 Cultural Anthropology \_\_\_\_\_ (3)
- PY100 Principles of Psychology \_\_\_\_\_ (3)
- SO100 Introduction to Sociology \_\_\_\_\_ (3)

- Social Science, not Economics \_\_\_\_\_ (3)

### 9 hours Natural Science

- MA140 Statistics (\*MA116) \_\_\_\_\_ (3)
- MA141 Applied Calculus I (\*MA116) \_\_\_\_\_ (3)
- Natural Science, not Math \_\_\_\_\_ (3)

## Electives (18 hours, or amount required to reach 120 hour minimum degree total):

- Minors—45+ different programs to choose from!
- Semester Abroad
- Leadership, Honors or Research Studies Programs
- Additional Business Courses
- Gen Ed Discipline elective \_\_\_\_\_ (3)
- \_\_\_\_\_ (3)
- \_\_\_\_\_ (3)
- \_\_\_\_\_ (3)
- \_\_\_\_\_ (3)
- \_\_\_\_\_ (3)

\*Prerequisite courses must be completed with a C or better. Students who advance enroll, then later do not complete the course with a C or better, must withdraw from any course that requires that prerequisite. All required courses must be completed with a C or better. 200-level courses assume sophomore standing, 300-level assumes junior standing and 400-level courses assume senior standing.

Name: \_\_\_\_\_

WIN: \_\_\_\_\_

Advisor: \_\_\_\_\_

Date: \_\_\_\_\_

## Core Business Requirements (39 hours):

- AC224 Financial Accounting (\*EN101, MA116) \_\_\_\_\_ (3)
- AC225 Managerial Accounting (\*AC224, BU250 concurrent) \_\_\_\_\_ (3)
- BU250 Management Information Systems (\*EN101, MA116) \_\_\_\_\_ (3)
- EC200 Principles of Microeconomics (\*MA116) \_\_\_\_\_ (3)
- EC201 Principles of Macroeconomics (\*MA116, EC200) \_\_\_\_\_ (3)
- EC211 Statistics for Business & Economics (\*MA116, MA140) \_\_\_\_\_ (3)
- BU315 Legal Environment of Business (\*EC200, EC201) \_\_\_\_\_ (3)
- BU342 Organization & Management  
(\*EC200, EC201, two out of three of AN112/PY100/SO100) \_\_\_\_\_ (3)
- BU347 Production & Operations Management  
(\*MA141, AC225, BU250, EC211, BU342) \_\_\_\_\_ (3)
- Global Dynamic Requirement (choose one):
  - BU355 International Business (\*AC225, EC200, EC201) \_\_\_\_\_ (3)
  - BU477 International Finance (\*BU381, Admission) \_\_\_\_\_ (3)
  - EC410 International Economics (\*EC200, EC201) \_\_\_\_\_ (3)
- BU360 Principles of Marketing (\*EC200, EC201) \_\_\_\_\_ (3)
- BU381 Business Finance (\*MA141, AC225, BU250, EC211) \_\_\_\_\_ (3)
- BU449 Strategic Management (\*BU342, BU347, BU360, BU381) \_\_\_\_\_ (3)

## Admission to the School of Business:

Students need to apply early in their junior year. To be eligible, students need a C or better in AC224, AC225, BU250, EC200, EC201, EC211, and MA141. Admission is required to enroll in all 400-level AC and BU courses and any AC/BU courses beyond 30 hours. 30 hours must be completed after admission, therefore it is expected that students will be admitted BEFORE beginning on their Major-Specific Courses.

## Marketing Emphasis (24 hours):

- BU362 Marketing Research (\*BU360, EC211)
- BU364 Consumer Behavior (\*BU360)
- BU471 Marketing Management (\*BU360, Admission)
- Marketing Elective (choose one):  
BU363 / BU366 / BU368 / BU369 / BU371
- Upper Division AC/BU/EC \_\_\_\_\_ (3)
- Upper Division AC/BU/EC \_\_\_\_\_ (3)
- Upper Division AC/BU/EC \_\_\_\_\_ (3)
- Upper Division AC/BU/EC \_\_\_\_\_ (3)

# Degree Completion Plan for BBA: Marketing

Valid for catalog years: 2019-2020

Following this recommended schedule ensures BBA degree completion in four years. This worksheet does not replace processing a degree audit which illustrates the completion of specific degree requirements on an individualized basis.

Name: \_\_\_\_\_

WIN: \_\_\_\_\_

Advisor: \_\_\_\_\_

Date: \_\_\_\_\_

## Freshman Year: (30 hours)

### First Semester-15 hours

\_\_\_\_\_ WU101 Washburn Experience  
\_\_\_\_\_ EN101 or Writing Elective \_\_\_\_\_  
\_\_\_\_\_ MA116 College Algebra  
\_\_\_\_\_ AN112/PY100/SO100—1st choice  
\_\_\_\_\_ Recommended Elective \_\_\_\_\_

### Second Semester-15 hours

\_\_\_\_\_ CN150 Public Speaking  
\_\_\_\_\_ AN112/PY100/SO100—2nd choice  
\_\_\_\_\_ MA141 Applied Calculus I  
\_\_\_\_\_ EN101 or Writing Elective \_\_\_\_\_  
\_\_\_\_\_ Humanities-AR/MU/TH \_\_\_\_\_

\*WU101 will be waived for any transfer student starting at Washburn with more than 30 hours of college credit completed.

## Sophomore Year: (60 hours)

### Third Semester-15 hours

\_\_\_\_\_ AC224 Financial Accounting  
\_\_\_\_\_ BU250 Management Information Systems  
\_\_\_\_\_ EC200 Principles of Microeconomics  
\_\_\_\_\_ MA140 Statistics  
\_\_\_\_\_ Recommended Elective \_\_\_\_\_

### Fourth Semester-15 hours

\_\_\_\_\_ AC225 Managerial Accounting  
\_\_\_\_\_ EC201 Principles of Macroeconomics  
\_\_\_\_\_ EC211 Statistics for Business and Economics  
\_\_\_\_\_ Natural Science \_\_\_\_\_  
\_\_\_\_\_ Social Science \_\_\_\_\_

**Apply for Admission to the School of Business. Requires: Completion of 54 hrs, 2.0 cumulative GPA, MA141, AC224, AC225, BU250, EC200, EC201 and EC211 completed with a C or better.**

## Junior Year: (90 hours)

### Fifth Semester-15 hours

\_\_\_\_\_ BU342 Organization & Management  
\_\_\_\_\_ BU360 Principles of Marketing  
\_\_\_\_\_ BU381 Business Finance  
\_\_\_\_\_ EN300 Advanced Composition  
\_\_\_\_\_ Recommended Elective \_\_\_\_\_

### Sixth Semester-15 hours

\_\_\_\_\_ BU315 Legal Environment of Business  
\_\_\_\_\_ BU347 Production & Operations Management  
\_\_\_\_\_ BU355 / BU477 / EC410 Global Dynamics Requirement  
\_\_\_\_\_ BU362 Marketing Research  
\_\_\_\_\_ Recommended Elective \_\_\_\_\_

## Senior Year: (120 hours)

### Seventh Semester- 15 hours

\_\_\_\_\_ BU364 Consumer Behavior  
\_\_\_\_\_ Marketing Elective—see list  
\_\_\_\_\_ Major-Specific or Upper Division AC/BU/EC  
\_\_\_\_\_ Major-Specific or Upper Division AC/BU/EC  
\_\_\_\_\_ Recommended Elective \_\_\_\_\_

### Eighth Semester-15 hours

\_\_\_\_\_ BU449 Strategic Management w/MFT Exam  
\_\_\_\_\_ BU471 Marketing Management  
\_\_\_\_\_ Major-Specific or Upper Division AC/BU/EC  
\_\_\_\_\_ Major-Specific or Upper Division AC/BU/EC  
\_\_\_\_\_ Recommended Elective \_\_\_\_\_

**Students are strongly encouraged to further enhance their business degree by completing specialty programs such as:**

- Washburn Transformational Experience
- Honors
- Minor in \_\_\_\_\_ (45 to choose from!)
- Foreign Language
- Leadership
- Community Service
- Semester Abroad

### Specific Rules to Follow:

- Keep in mind, 100 level courses should be completed before 200-level, which should be completed before 300-level, which should be completed before 400-level courses.
- All required courses must be taken for letter grade and completed with a C or better. These include all courses used to meet correlate, core, and major-specific requirements.
- Prerequisite courses must be completed with a C or better. Students who advance enroll, then later do not complete the prerequisite course with a C or better must withdraw from any course that requires that prerequisite.
- The MFT exam will be administered during the BU449 Strategic Management course, taken during the last semester. A minimum score is not required, but all students must participate.