

UID # \_\_\_\_\_

NAME \_\_\_\_\_

FR \_\_\_\_ TR \_\_\_\_ C/P \_\_\_\_ READMIT \_\_\_\_

FORMER SCHOOL \_\_\_\_\_

FACULTY ADVISOR \_\_\_\_\_ ENTERED \_\_\_\_\_

MAJOR: **MARKETING** CODE: **BBUM**

**BUSINESS CORE**

Freshman Standing

0101-301	Financial Accounting	4
0102-260	Business1: Ideas & Creativity	4
0102-265	Business 2: Bus. Plan Develop.	2
0112-270	Bus. Software Apps	2
0112-285	Business 3: Commercialization	2

Sophomore Standing

0101-302	Management Accounting	4
0102-305	Careers in Business	1
0102-320	Organizational Behavior	4
0104-350	Corporate Finance	4
0105-363	Principles of Marketing	4
0113-310	Global Business: An Intro	4

Junior Standing

0102-438	Business Ethics	4
0106-401	Operations & Supply Chain Mgmt	4

Senior Standing

0102-530	Managing Innovation and Technology	4
0102-551	Strategy	4

**OTHER BUSINESS COURSES**

0102-507	Bus Government & Society	4
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**MAJOR REQUIREMENTS**

0105-550	Marketing Management	4
0105-551	Marketing Metrics and Research	4
0105- elective	_____	4
0105- elective	_____	4
0105- elective	_____	4
0105- elective	_____	4
(refer to back)		

**FREE ELECTIVES**

Free Elect	_____	4
Free Elect	_____	4
Free Elect	_____	4
Free Elect	_____	4

**GENERAL EDUCATION COURSES**

Liberal Arts

	Grade/Qtr
0502-227 Writing	4
05-Soc Sci	4
05-Soc Sci	4
05-Humanities	4
05-Humanities	4
05-Art Expression	4

\*Refer to COLA website for acceptable courses  
[http://www.rit.edu/cla/arts\\_of\\_expression.php](http://www.rit.edu/cla/arts_of_expression.php)

Concentration/Minor

(400-500) level courses

05- _____	4
05- _____	4
05- _____	4

Math/Science

1016-226	Calculus for Mgmt Sci.	4
1016-319	Data Analysis I	4
1016-320	Data Analysis II with Lab	6

10 - Science w/Lab	3
_____	1
10 - Science w/Lab	3
_____	1

Additional General Education

0511-211	Princ Microeconomics	4
0511-402	Princ Macroeconomics	4
0535-352	Prof Communications Bus	4

GE Elective	_____	4
GE Elective	_____	4
GE Elective	_____	4
GE Elective	_____	4

Degree Certification Requirements	
	Date Completed
Co-op Requirement	_____
Writing Competency Requirement (should be completed prior to junior year)	_____
BS degree	_____
Minor (optional)	_____
Minor (optional)	_____

Physical Education/Wellness

Discovery	1
Pathways	1
Wellness Activity	0
Wellness Activity	0
<b>(wellness course number's 1106-1113)</b>	

