# Leavey School of Business
## Requirements Checklist - Marketing
### For cohort year 2009 - 2012

### University Core Requirements

**Foundations**
- Critical Thinking and Writing 1
- Critical Thinking and Writing 2
- Cultures and Ideas 1
- Cultures and Ideas 2

**2nd Language:**
- MATH (MATH 11 or 30)
- Religion, Theology and Culture 1

**Explorations**
- Ethics (MGMT 6 or PHIL 6)
- Civic Engagement (MGMT 162 + Busn Ethics)
- Cultures and Ideas 3
- Diversity
- Arts
- Natural Science
- SCI, Tech and Society (OMIS 34)
- Social Science (ECON 1)
- Religion, Theology and Culture 2
- Religion, Theology and Culture 3

**Integrations**
- Exprntl Learning for Social Justice
- Adv Writing (BUSN 179, ENGL 179 or 183)
- Pathways Courses
- Pathways Refl Paper and Portfolio

### Business Core Requirement

#### Lower Division
- Contemporary Business Issues (BUSN 70)
- Foundations of Leadership (BUSN 71)
- Business Leadership Skills (BUSN 72)
- Business Ethics (MGMT 6 or PHIL 6)
- Calculus I (MATH 11 or 30)
- Calculus II (MATH 12 or 31)
- Principles of Microeconomics (ECON 1)
- Principles of Macroeconomics (ECON 2)
- International Economics (ECON 3)
- Global and Cultural Environ of Busn (MGMT 80)
- Intro to Financial Accounting (ACTG 11)
- Intro to Managerial Accounting (ACTG 12)
- Intro to Bus. Computing (OMIS 17)
- Statistics and Data Analysis I (OMIS 40)
- Statistics and Data Analysis II (OMIS 41)
- Information Systems (OMIS 34)

#### Upper Division
- Adv Writing (BUSN 179) or ENGL 179/183 prior to F2013
- Management of Organizations (MGMT 160)
- Principles of Marketing (MGKT 181)
- Financial Management (FNCE 121)
- Operations Management (OMIS 108)
- Strategic Analysis/Busn Capstone (MGMT 162)

Note: An asterisk (*) indicates current enrollment in a course that will meet the requirement upon successful completion.

### Marketing Major Requirements

- MKTG 182: 
- MKTG 183: 
- MKTG elec 1: 
- MKTG elec 2: 
- MKTG elec 3: 

After completion of MKTG 182 and 183, choose 3 upper-division marketing electives from one of 3 emphasis areas:

**Business and Technology Emphasis:** Strongly recommended - MKTG 185, 187, 188; recommended - MKTG 175,186.

**Consumer and Channel Marketing Emphasis:** Strongly recommended - MKTG 165, 175, 186; recommended - MKTG 176, 187

**Individually Designed Marketing Emphasis:** Courses selected with your faculty advisor. Three courses typically selected from the following: MKTG 165, 175, 176, 185, 186, 187,188, 189 and 197.

### Unit Requirements

Must complete 175 quarter units of credit, of which at least 60 must be in upper-division courses.

- Lower-Div units completed: 
- Upper-Div units completed: 
- Total Units Completed: 
- Enr in Lower-Div-Curr Qtr: 
- Enr in Upper-Div-Curr Qtr: 
- Total Enrolled-Curr Qtr: 
- Enr in Lower-Div-Next Qtr: 
- Enr in Upper-Div-Next Qtr: 
- Total Enrolled-Next Qtr: 

Totals after successful completion of courses enrolled in for current and next quarter: 

(Must equal 60) 
(Must equal 175)

### Notes:

Note: It is the responsibility of all students to know and fulfill the graduation requirements for their degree as outlined in the University Bulletin. If your records disagree with courses presented as complete on this checklist, it is your responsibility to contact the Undergraduate Business Programs office and request correction.