

The University of Toledo College of Business Administration

**Marketing Degree Requirements 2008-2010**

*Sample Full-Time Plan of Study*

		<b>Fall Semester</b>			<b>Spring Semester</b>		
<b>Freshman</b>	<b>Year</b>	BUAD 1000	Orientation .....	1	ENGL 2960	Organizational Report Writing .....	3
		ENGL 1110	College Composition I .....	3	MATH 1270	Calculus w/ Bus Appl II .....	3
		MATH 1260	Calculus w/ Bus Appl I .....	3	BUAD 1020	Micro-Computer Applications .....	3
		BUAD 1010	Intro. to Business .....	3	ECON 1150	Intro. to Macro Economics .....	3
		*	Humanities .....	3	*	Natural Science Lecture .....	3
	*	Social Science .....	3	*	Natural Science Lab .....	1	
		<b>Total 16 hours</b>			<b>Total 16 hours</b>		
<b>Sophomore</b>	<b>Year</b>	BUAD 2040	Financial Accounting Info .....	3	BUAD 2050	Accounting for Decision Making .....	3
		BUAD 2060	Data Analysis for Business .....	3	BUAD 2070	Application of Statistics .....	3
		ECON 1200	Intro. to Micro Economics .....	3	BUAD 2080	Global Environment of Business .....	3
			Non-Business Elective .....	3	*	Humanities .....	3
		*	Multi-Cultural US-Diversity .....	3	*	Natural Science Lecture .....	3
BUAD 2000	Career Development I .....	1		Non-Business Elective .....	1		
		<b>Total 16 hours</b>			<b>Total 16 hours</b>		
<b>Junior</b>	<b>Year</b>	BUAD 3010	Principles of Marketing .....	3	BUAD 3470	Legal Environment of Business .....	3
		BUAD 3020	Manufacturing & Service Systems .....	3	BUAD 3050	Information Technology Mgmt. .....	3
		BUAD 3030	Managerial & Behav. Processes .....	3	MKTG 3850	Buyer Behavior & Relat. Mktg .....	3
		BUAD 3040	Principles of Financial Mgmt .....	3	MKTG	Marketing Elective .....	3
		COMM 3880	Prof Business Communication .....	3		Business Elective/ Minor .....	3
		BUAD 3000	Career Development II .....	1		Non-Business Elective .....	1
		<b>Total 16 hours</b>			<b>Total 16 hours</b>		
<b>Senior</b>	<b>Year</b>	MKTG 4940	Approved Internship .....	3	BUAD 4020	Senior Business Policy Forum .....	3
			or Marketing Elective .....	3	MKTG 4130	Mktg. Analysis & Decision Making .....	3
		MKTG 3880	Mktg Research & Data-Bsd Mgmt .....	3	MKTG	Marketing Elective .....	3
		MKTG	Marketing Elective .....	3		Business Elective/ Minor .....	3
			Business Elective/ Minor .....	3	*	Multi-Cultural Non-Western .....	3
	Non-Business Elective .....	3			<b>Total 15 hours</b>		
		<b>Total 15 hours</b>			<b>Total 15 hours</b>		

NOTES: \* Select from approved University CORE, see Degree Audit for course selections.