



Degree Plan

Management (BA) with an Emphasis in Marketing

Student: _____ Student ID: _____ Phone #: _____ Email: _____

Address: _____ City: _____ State: _____ Zip: _____

Beginning Term: _____ Anticipated Completion: _____

Estimated Transfer Credits:	Estimated Webster Credits:	Total Credit Hours: _____ • <i>Transfer Credits + Webster Credits</i> • <i>Minimum of 120 hours</i>
core requirements: _____	core requirements: _____	
GCP courses: _____	GCP courses: _____	
electives: _____	electives: _____	

REQUIRED CORE COURSES (48 hours)

Course	Hrs	Pre-requisite	Term	Year	Grade	Transfer
ACCT 2010 Financial Accounting	3 sh		--			
ECON 2000 Survey of Economics	3 sh		--			
WSBT 2000 Career Exploration	1 sh		--			
MNGT 2100 Management Theory and Practices	3 sh		--			
MNGT 3280 Introduction to Business Law	3 sh		--			
MNGT 3400 Human Resource Management	3 sh	MNGT 2100	--			
MNGT 3450 Principles of Organizational Behavior	3 sh		--			
MNGT 2500 Marketing	3 sh		--			
MNGT 3510 Advertising	3 sh		--			
WSBT 2300 Personal Branding	1 sh	WSBT 2000	--			
MNGT 4330 International Marketing	3 sh		--			
MNGT 4570 Marketing Research	3 sh		--			
BUSN 3710 Entrepreneurial Financial Management	3 sh		--			
MNGT 2150 Business Ethics	3 sh		--			
CSIS 1500 Introduction to Business Technologies	3 sh		--			

STAT 1100 Descriptive Statistics (Preferred) OR BUSN 2750 Introduction to Business Statistics	3 sh	BUSN 2750 prerequisite is MATH 1430 or equivalent	--			
WSBT 2700 Career Management Strategies	1 sh	WSBT 2000	--			
MNGT 4920 Marketing Strategies	3 sh		--			

GLOBAL CITIZENSHIP PROGRAM (minimum 30 hours)

FIRST YEAR SEMINAR (3 hours)	Hrs	Term	Year	Grade	Transfer					
	3sh	--								
KNOWLEDGE AREAS (24 hours)	SKILLS AREAS*									
	WCOM	OCOM	CRI	INTC	ETH	Hrs	Term	Year	Grade	Transfer
Roots of Cultures**	X	X	--	--	--					
	--	--	--	--	--	3sh	--			
	--	--	--	--	--	3sh	--			
Social Systems & Human Behaviors**										
	--	--	--	--	--	3sh	--			
	--	--	--	--	--	3sh	--			
Physical & Natural World										
	--	--	--	--	--	3sh	--			
Global Understanding										
	--	--	--	--	--	3sh	--			
Arts Appreciation										
	--	--	--	--	--	3sh	--			
Quantitative Literacy										
	--	--	--	--	--	3sh	--			
Skills Courses not associated with Knowledge Areas (optional)										
	--		--	--	--	3sh	--			
		--	--	--	--	3sh	--			
	--	--	--	--	--	3sh	--			

KEYSTONE SEMINAR (3 hours)	Hrs	Term	Year	Grade	Transfer
	3sh	--			

***NOTE:** In addition to the First Year and Keystone Seminars, students must complete *all 5 Skills Requirements within or in addition* to fulfilling each Knowledge Area. Courses with a grade of C- or better will satisfy GCP requirements.

Skills Areas: WCOM = Written Communication OCOM = Oral Communication ETH = Ethical Reasoning
 CRI = Critical Thinking INTC = Intercultural Competence

****NOTE:** Courses must have two different prefixes.

ELECTIVES					
TOTAL ELECTIVE TRANSFER HOURS					
REMAINING ELECTIVE HOURS					
Course	Hrs	Pre-Requisite	Term	Year	Grade
			--		
			--		
			--		
			--		
			--		
			--		
			--		
			--		
			--		
			--		
			--		

COMMENTS:

- Pending official transcripts, course descriptions and administrative approval.
- You may change the recommended course sequence as needed as long as you do not take any course before or with its prerequisite(s).
- Not all courses are offered at all sites each term. Check with the site for the current rotation schedule as course schedules are subject to change.
- Transfer credit may apply as general education courses, elective courses or core course substitutions (if the courses are substantively the same as Webster core courses).
- This program plan is not a substitute for application, registration, transfer of credit or core course substitution requests. All other required forms must be filed in addition to this program plan.
- Signature on this program plan does not imply commitment for application or registration.

Advisor _____

Student _____

Phone:

Fax:

Email:

Date Advised: