HAMLINE UNIVERSITY

MARKETING CONCENTRATION

Major Requirements for BBA Degree

Effective Fall 2014

Full name: Hamline ID: Phone #:

Anticipated graduation date (such as: May, 2018)

16 COURSES FOR MAJOR (13 core major courses, 3 concentration-specific courses)

DEPT	COURSE	TITLE	GRADE	CREDITS	TERM/ YEAR	SUBSTITUTE COURSE*	BREADTH OF STUDY**
1. ACCT	1310	Financial Accounting		4			no
2. ACCT	1320	Managerial Accounting		4			no
3. ECON	1310	Microeconomic Analysis		4			yes
4. ECON	1320	Macroeconomic Analysis		4			yes
5. FIN	3100	Foundations of Finance		4			no
6. MGMT	3100	Foundations of Management		4			no
7. MGMT	3130	Business Law		4			no
8. MGMT	5860	Strategic Management		4			no
9. MKTG	3100	Foundations of Marketing		4			no
10. QMBE	1320	Quant. Analysis and Data Mgmt		4		formerly ECON 1340	no
11. *One statistics course chosen from the following:*							
MATH	1200	Applied Modeling and Statistics		4			yes
PSY	1340	Statistics for the Behavioral Sciences					
QMBE	1310	Statistics				formerly ECON 1330	
12. *One communication course chosen from the following:*							
COMM	1110	Public Speaking		4			yes
COMM	1650	Argumentation and Advocacy					
COMM	3380	Small Group Communication					
13. *One writing course chosen from the following:*							
ENG	1800	Intro to Prof. Writing and Rhetoric		4			yes
ENG	3340	Organizational Writing					
ENG	3370	Topics in Professional Writing					
14-16. Three marketing-focused courses from the following:							
MKTG	3710	International Marketing		4			no
MKTG	3720	Market Research		4			no
MKTG	3740	Consumer Behavior		4			no
MKTG	3980	Special Topics		4			no
Writing intensive course in the major:							

*Department approval is required for transfer courses or other substitutions. Approval must be initialed in the Department Approval column.

**In order to graduate, you must have at least 76 Breadth of Study credits (credits outside your major department). See above for courses in your major that also count toward Breadth of Study.

Student signature: Date:
(required)

Marketing advisor signature: Date:
(required)

Department chair/director signature: Date:
(required for course substitutions and waivers)