NORTHERN ARIZONA UNIVERSITY
College of Business Administration

Bachelor of Science in Business Administration
Marketing Major
2005-2006 Undergraduate Catalog

8-Term Plan

Pre-Professional Program — **Freshman Year**

1st term				2nd term			
MAT 114	**Quantitative Reasoning**	3		**ENG 105**	**English Composition**	4	
CIS 120	**Intro to Computer Info (w/lab)**	2:1		**MAT 119**	**Finite Math**	3	
FYE 101	FYE 101	1		**BA 205**	**Legal Environment of Business**	3	
	LS/GAR[1]	3			LS/GAR[1]	3	
	Diversity[1]	3			Diversity[1]	3	
BA 101	Introduction to Business	3					
Total units 16				Total units 16			

Sophomore Year

3rd term				4th term			
ACC 255	**Financial Accounting**	3		**ACC 256**	**Managerial Accounting**	3	
BA 201	**Quantitative Methods**	3		**ECO 285**	**Economics - Macro**	3	
ECO 284	**Economics - Micro**	3			LS/GAR[1]	3	
	LS/GAR[1]	3			LS: Lab Science	4	
	LS/GAR[1]	3			LS/GAR[1]	3	
				You MUST see your college advisor before registering for 5th term.			
Total units 15				Total units 16			

Professional Program — **Junior Year**

5th term				6th term			
MKT 333	Introduction to Marketing[2]	3		MKT 334	Consumer Behavior and Satisfaction	3	
MGT 300	Managing Organizing & Leading[2]	3		MKT 338	Product Dist. & Channel Relationships	3	
FIN 311	Principles of Finance	3			LS/GAR[1]	3	
BA 350W	Junior-Level Writing[2]	3			Elective	3	
	LS/GAR[1]	3		*One of:*		3	
				ACC 302	Cost Accounting I		
				BA 321	Intermediate Business Statistics		
				ECO 346	Economic & Business Forecasting		
				FIN 340	Fin Analysis & Working Capital Mgmt		
				You MUST see your college advisor before registering for 7th term.			
Total units 15				Total units 15			

Senior Year

7th term				8th term			
MKT 438	Promotional Strategy	3		MKT 490	Strategic Marketing	3	
MKT 439	Marketing Research	3		BA 490C	Strategic Management	3	
CIS 360	Mgmt Information Systems	3			Certificate Course ***OR*** Advisor-		
BA 301	Operations Management	3			Approved UDBE course	3	
	Certificate Course ***OR*** Advisor-				Elective/GAR[1]	3	
	Approved UDBE course	3					
Total units 15				Total units 12			

This 8-term plan is to be used in conjunction with the academic catalog and degree audit.
Students should see an academic advisor regularly to confirm their academic progress.

Notes

[1] All students are required to complete at least 120 units which includes 35 units of liberal studies and 6 units of diversity courses. In addition, business majors need to complete nine units of CBA General Academic Requirements (GAR). Because some courses can be used to fill multiple requirements, students should consider the CBA General Academic Requirements and the university diversity requirements when selecting liberal studies courses. Using a course to fill multiple requirments does not reduce the total number of units required for graduation, but it does allow additional electives.

For information on the General Academic Requirements consult degree audit in LOUIE, the Academic Catalog or an academic advisior. Students may not fill the university diversity requirement with the same course used to fill the CBA international requirement GAR.

[2] Management 300, Marketing 333, and BA 350W (Junior-level writing) can be taken in an integrated format as BizBlock.

Use the following link to access the current **Liberal Studies** course list:
http://www4.nau.edu/aio/Articulation/LScourselist.htm

Use the following link to access current **Diversity** course list:
http://www4.nau.edu/aio/Articulation/DiversityCourseList.htm

Use the following link to access the current **academic catalog**:
http://www4.nau.edu/aio/AcademicCatalog/academiccatalogs.htm

- Many business students will need one or more prerequisite courses (MAT 101X, 102X) before enrolling in MAT 114. The course the student should begin with is determined by taking the Math Placement exam, or by ACT/SAT scores.
- All business majors must complete a minimum of 44 units of coursework outside of the College of Business Administration and 30 units of upper division coursework by the time they graduate.

The Business Professional Program Checklist

The goal of the business student during their first four terms is to complete the courses that serve as the foundation for the College's majors. Satisfactory completion of the lower-division (100/200-level) coursework is required before the student begins to take upper-division business courses (300/400-level) in the professional program. In general, the junior-senior years constitute the professional program of the undergraduate catalog. The following criteria must be met before you begin the upper division courses in the professional program:

- ❒ 2.0 Cumulative GPA
- ❒ 2.75 GPA and a minimum grade of C in ENG 105; MAT 114:119; CIS 120 with lab; ACC 255:256; BA 201:205; and ECO 284:285. These courses are shown in bold on the 8-term plan.
- ❒ 56 Units
- ❒ Completion of 6 Pathways Co-Curricular Activities