NORTHERN ARIZONA UNIVERSITY
The W. A. Franke College of Business

Bachelor of Science in Business Administrat
Marketing Ma
2007-2008 Undergraduate Cata
Degree Progression P

Pre-Professional Program — Freshman Year

1st term				2nd term		
MGT 101	Introduction to Business	3		ACC 205	Legal Environment of Business	3
CIS 120	Introduction to Computer Information Systems	3		MAT 119	Finite Math	3
MAT 114	Quantitative Reasoning (FNRQ)	3		ENG 105	Critical Reading and Writing (FNRQ)	4
LS	Liberal Studies/GAR[1]	3		***LS***	Liberal Studies/GAR[1]	3
LS or GE	Liberal Studies or General Elective Diversity[1]	3		*LS or GE*	Liberal Studies or General Elective Diversity[1]	3
FYE 101	First Year Experience	1				
	Total units	16			Total units	16

Sophomore Year

3rd term				4th term		
ACC 255	Financial Accounting	3		ACC 256	Managerial Accounting	3
ECO 201	Quantitative Methods	3		ECO 285	Economics - Macro	3
ECO 284	Economics - Micro	3		***LS***	Liberal Studies/GAR[1]	3
LS	Liberal Studies/GAR[1]	3		***LS***	Liberal Studies/GAR[1]	3
LS	Liberal Studies/GAR[1]	3		***LS***	Liberal Studies (LAB)	4
				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 430	Product Dist. & Channel Relationships	3
FIN 311	Principles of Finance	3		*One of:*		
MGT 350W	Business Communication[2]	3		ACC 302,	Cost Accounting, or	
LS	Liberal Studies/GAR[1]	3		ECO 321,	Intermediate Business Stats, or	
				ECO 446,	Economic/Business Forecast, or	
				FIN 340	Fin. Analysis & Working Capital Mgmt[3]	3
				LS	Liberal Studies/GAR[1]	3
				GE	General Elective	3
				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]	3
MKT 439	Marketing Research	3		MGT 490C	Strategic Management	3
MGT 301	Production & Operations Management	3		*Major Elective*	Certificate Course ***OR*** Advisor-Approved UDBE course	3
CIS 360	Management Information Systems	3		*GE*	General Elective/GAR[1]	3
Major Elective	Certificate Course ***OR*** Advisor-Approved UDBE course	3				
	Total units	15			Total units	12

This progression plan is to be used in conjunction with the academic catalog and degree progress.
Students should see an academic advisor regularly to confirm their academic progress.
Students must see an academic advisor before enrollment for the 7th term in preparation for graduation.
Many courses have pre-requisites. Please check the academic catalog for pre-requisite and placement information.

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Graduation Goal 120 Units!
2007-2008 catalog

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.
• All business majors must complete a minimum of 44 units of coursework outside of The W. A. Franke College of Business and 30 units of upper-division coursework by the time they graduate.
• In addition, business majors need to complete 9 units of FCB General Academic Requirements (GAR).
• Because some courses can be used to fill multiple requirements, students should consider the FCB General Academic Requirements and the university diversity requirements when selecting liberal studies courses. Using a course to fill multiple requirements does not reduce the total number of units required for graduation, but it does allow additional electives.

Diversity:	U.S. Ethnic (3 units)
	Global (3 units)
GAR:	Critical Thinking (3 units)
	International (3 units)
	Ethics (3 units)

Liberal Studies:	Science/Applied Science (7 units)
	Aesthetic & Humanistic Inquiry (6 units)
	Social & Political Worlds (6 units)
	Cultural Understanding (6 units)

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

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 the 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.

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

[3] Some courses are only offered once a year. Check with your faculty advisor about term-specific courses.

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; ACC 205, 255,256; and ECO 201, 284, 285.
- ❒ 56 Units
- ❒ Completion of 6 Pathways Co-Curricular Activities

As of 4/17/07