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

Bachelor of Science in Business Administration

Marketing
2009-2010 Undergraduate Catalog

Degree Progression Plan

Freshman Year							
1st term				**2nd term**			
MGT 101	Introduction to Business	3		MAT 119	Finite Math	3	
CIS 120 or ACC 205	Intro to Computer Information Systems Legal Environment of Business	3		CIS 120 or ACC 205	Intro to Computer Information Systems Legal Environment of Business	3	
MAT 114	Quantitative Reasoning (FNRQ)	3		ENG 105	Critical Reading and Writing (FNRQ)	4	
LS	Liberal Studies/GAR*	3		LS	Liberal Studies/GAR*	3	
LS	Liberal Studies/Diversity*	3		LS	Liberal Studies/Diversity*	3	
NAU 100	Transition to College	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 or Diversity*	3	
LS	Liberal Studies/GAR*	3		LS	Liberal Studies/GAR*	3	
LS	Liberal Studies/GAR*	3		LS	Liberal Studies (Lab Science)	4	
				You MUST see your college advisor before registering for 5th term.			
	Total units	15			Total units	16	

Junior Year							
5th term				**6th term**			
**MGT 300	Managing Organizing & Leading	3		MKT 334	Consumer Behavior & Satisfaction	3	
**MKT 333	Introduction to Marketing	3		MKT 430	Product Distribution & Channel Relationships	3	
**MGT 350W	Business Communication	3		***ACC 302, ECO 321, 446, *OR* FIN 340	Cost Accounting, Intermediate Bus. Statistics, Economic/Bus. Forecast, *OR* Financial Analysis & Working Capital Management	3	
FIN 311	Principles of Finance	3					
LS	Liberal Studies/GAR*	3		LS	Liberal Studies/GAR*	3	
				GE	General Elective	3	
				You MUST see your faculty 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		MGT 490C	Strategic Management	3	
CIS 360	Management Information Systems	3		Major Elective	Certificate Course *OR* Approved UDBE	3	
MGT 301	Production & Operations Management	3		GE	General Elective	3	
Major Elective	Certificate Course *OR* Approved UDBE	3					
	Total units	15			Total units	12	

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

Liberal Studies Distribution blocks

AHI (6 units)	SPW (6 units)	CU (6 units)	Science (7 units)	Additional 3 units to reach 35 total

Revised 2/11/2009

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PROGRAM INFORMATION

A minimum of 120 units are required for this degree.

All business majors must complete a minimum of 44 units of coursework outside of The W. A. Franke College of Business (FCB).

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.

*Business majors must complete 9 units of FCB General Academic Requirements (GAR) consisting of 3 units of Critical Thinking, 3 units of Ethics, and 3 units of International. Consult degree progress in LOUIE, the Academic Catalog or an academic advisor for approved GAR courses. Because some courses may be used to fill multiple requirements, students should consider the FCB GAR and University diversity requirements when selecting liberal studies courses. Students may NOT use the same course to fulfill the University diversity requirement and the FCB international GAR. Using a course to fill multiple requirements does not reduce the total number of units required for graduation, but it does allow for additional electives.

**MGT 300, MKT 333, and MGT 350W (Junior-level writing requirement) may be taken in an integrated format called BizBlock. BizBlock is REQUIRED for Management majors. BizBlock courses are designated as MGT 300I, MKT 333I, and MGT 350IW.

***Some courses are only offered once a year. Check with the Office of Academic Services about term-specific courses.

The Business Professional Program Checklist

The goal of the business students during their first four terms is to complete the foundation courses for the College's majors. Satisfactory completion of the lower-division (100 and 200-level) coursework is required before the student begins to take upper-division (300 and 400-level) business courses 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; ECO 201, 284, 285
- 56 Units
- Completion of 6 Pathways Co-Curricular Activities

GENERAL INFORMATION

§ Honors students complete different requirements to meet NAU's liberal studies program. Students should consult an Honors Program advisor for complete information on fulfilling Honors Liberal Studies requirements.

§ All students are required to complete at least 120 total units which includes:
- 35 units of liberal studies courses: http://www4.nau.edu/aio/Articulation/LScourselist.htm
- 6 units of diversity courses: (3 units in Global & 3 units in Ethnic): http://www4.nau.edu/aio/Articulation/DiversityCourseList/htm
- 30 units of upper division courses (300-400 level), 18 of these units must be taken at NAU

§ English placement: http://www.nau.edu/comp/placement.html

§ Math placement: http://www.math.nau.edu/placement.html

CONTACT INFORMATION

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