

Bachelor of Science Curriculum Check Sheet
2006-2007 Catalog - Marketing
Arizona State University - Tempe Campus
W. P. Carey School of Business

Date
First Entered ASU
Last Readmitted
Advisor

MVAC					
M/A			AGEC		ATP
Name					ASU I.D. #

A. University General Studies Requirements				SCHOOL REQUIREMENTS (continued)				
Course Number and Title	Sem Hrs	Coll/Grade	Upper Div	B. BUSINESS CORE		Sem Hrs	Coll/Grade	Upper Div
A.1. Humanities and Fine Arts (HU)				ACC230	Uses of Acctg Info 1	3		
Social & Behavioral Sciences (SB) 15 Hours:				ACC240	Uses of Acctg Info 2	3		
6 hours in one area and 9 in the other. 3 hours must be upper division. No additional business courses.				CIS105	Computer Applications and Info Tech (CS)	3		
(HU)				WPC301	Business Forum (1 Hour) 1st sem	1		1
(HU)				International Business Course ()		3		3
ECN211	Macroecon Prin. (SB)	3		LES305	Legal, Ethical, and Regulatory Issues	3		3
ECN212	Microecon. Prin. (SB)	3		FIN 300	Fundamentals of Finance	3		3
SOC (SB)				MGT300	Org. Management and Leadership	3		3
				MKT300	Principles of Marketing	3		3
				SCM300	Global Supply Operations	3		3
A2. Mathematical Studies (MA/CS) 6 Hours				B. Subtotal (28 Hours)				
MAT210	Brief Calc (MA) or MAT270	3		C. Major Requirements (18 Hours)				
QBA221	Statistical Analysis (CS)	3		MKT302	Fundamentals of Marketing Management(L)	3		3
A3. Natural Sciences (SQ, SG) 8 hours				MKT304	Consumer Behavior	3		3
Lab Science (SQ)				MKT351	Marketing Research (L)	3		3
				MKT460	Strategic Marketing	3		3
Lab Science (SQ or SG)				MKTXXX	(See Marketing Advisement Guide For	3		3
				MKTXXX	Choice of Major Electives)	3		3
A4. Literacy and Critical Inquiry (L) 6 hours.				C. Subtotal (18 Hours)				
Requirement is satisfied by ENG301				D. Electives (If needed to complete the 120 hour min.)				
and MKT 302 or MKT 351								
ENG302 (L) Business Writing		3	3					
MKT302 or 351 (L)		Hours in Major						
A5. Awareness Areas (G,C,H) Awareness areas may be shared								
(6 hrs min.) Global req. may be satisfied by Business course.**								
(G)								
(C)								
(H)								
A6. Composition (6 hours)								
ENG101	First Year Comp.	3						
ENG102	First Year Comp.	3						
SCHOOL REQUIREMENTS								
A7. Additional University General Studies Courses or approved				D. Subtotal				
W. P. Carey School of Business "Policy Statement 60" courses needed				Total (120 Hours min)				
to bring the A area subtotal to a min. of 60 hrs. (No Business Courses)				NOTE: ** The credits for business courses do not count toward the 60 hour minimum subtotal for Section A.				
¹ MAT211	Math for Bus. Analysis (MA)	3		Professional Program Application: To be considered for				
	or MAT271			admission to the professional program, students should obtain an				
PGS (SB)				application from the website wpcarey.asu.edu/up/index.cfm The				
COM 100 (SB), 225 (L), 230 (SB), or 259				website will give complete information on deadlines and academic				
				qualifications for admission to the professional program.				
				¹ Students who take MAT270 and/or MAT271 will receive additional				
				consideration when applying to the professional program.				
A. Subtotal (60 hours min)								

GRADUATION REQUIREMENTS BELOW:

Total Hrs. (120 min)	Total Hrs at ASU Main (30 min)	56 Hrs. Resident Credit for Academic Recognition	Transfer UD Bus. Hrs (9 max)	Overall GPA (2.00 min)	Bus. GPA (2.00 min)	Major GPA (2.00 min)	"C" Min. Requirement	Total UD Hrs (51 min)	Total Comm. Coll. Hrs (64 max)	Total Comm. Coll. Bus. Hrs (30 max)
----------------------	--------------------------------	--	------------------------------	------------------------	---------------------	----------------------	----------------------	-----------------------	--------------------------------	-------------------------------------

Degree requirements are subject to change. The check sheet is intended as a snapshot of degree requirements and is not updated each year. Currently enrolled students should refer to their DARS report (or academic advisor) for degree requirements for their catalog year.