

College of Business and Information Technology

Bachelor of Science in Business Administration

Marketing Worksheet

Name: _____ | ID#: _____ | Approved By: _____ | Date: _____

Basic Studies							
COM 0074 Composition Skills		COM 0094 Basic Composition		MCS 0044 Basic Algebra		MCS 0054 Inter. Algebra/Geometry	
Basic Studies courses do not provide credit towards the degree program. A student's enrollment in below courses may be restricted until the Basic Studies courses have been completed or waived by previous studies or placement.							
First Semester				Second Semester			
Course #	Course Title	Rotation	Note	Course #	Course Title	Rotation	Note
COM1103	College Composition	All	_____	COM2103	Tech. and Prof. Communication	All	_____
MCS1074	Precalculus	All	_____	SSC2413	Foundations of the American Experience	All	_____
MKT2013	Marketing	Fall, Spring	_____	MGT2113	Intro to Business Law	Fall, Spring	_____
MGT2203	Principles of Management (Required)	All	_____	MCS1224	Survey of Calculus	All	_____
				XXX3	General Elective (1000-4000 level)	Varies	_____
Third Semester				Fourth Semester			
Course #	Course Title	Rotation	Note	Course #	Course Title	Rotation	Note
SSC2423	Development of the American Experience	All	_____	LLT1213	World Masterpieces 1	All	_____
ACC2013	Intro to Financial Accounting	Fall	_____	ACC2023	Intro to Managerial Accounting	Spring	_____
MCS2124	Statistics	All	_____	INT2103	Information Technology Management	All	_____
COM2113	Speech	Fall, Spring	_____	MKT3603	Integrated Marketing Communication	Spring 2019	_____
XXX3	Natural Science 1	Varies	_____	XXX4	Natural Science 2 with lab	Varies	_____
Fifth Semester				Sixth Semester			
Course #	Course Title	Rotation	Note	Course #	Course Title	Rotation	Note
LLT1223	World Masterpieces 2	All	_____	MGT3103	Project Management	All	_____
FIN3103	Financial Management	Fall, Spring	_____	SSC2403	Principles of Economics 2	Spring	_____
SSC2303	Principles of Economics	All	_____	MGT3053	Business Internship	All	_____
MKT4023	Digital Marketing	Spring 2019	_____	HRM3023	Human Resource Management	All	_____
XXX3	General Elective (1000-4000 level)	Varies	_____	MKT4013	Consumer Behavior	Varies	_____
Seventh Semester				Eighth Semester			
Course #	Course Title	Rotation	Note	Course #	Course Title	Rotation	Note
MGT4023	Simulation and Management Science	Fall	_____	MGT4213	Strategic Mgmt. and Business Policy	Fall, Spring	_____
MGT3113	Operations Management	Fall, Spring	_____	MGT4113	Applied Decision Analysis	Spring	_____
LLT/PSY/SSC	Jr./Sr. Elective (3000-4000 level)	Varies	_____	COM	Jr./Sr. Elective (3000-4000 level)	Varies	_____
MKT3213	Marketing Research	Fall 2020	_____	MKT4033	Entrepreneurship	Varies	_____
MGT3033	International Trade	Fall, Spring	_____	XXX3	General Elective (1000-4000 level)	Varies	_____
Total Transfer Credits: _____							

EX= Excused IP= In Progress R= Required S= Satisfied TR= Transferred

LTU College of Management reserves the rights to alter this schedule as needed

College of Business and Information Technology Student Services: Buell Building, Room M331 | (248) 204-3050 | busit-srm@ltu.edu

Extra-curricular Opportunities within the College of Business and Information Technology

Collegiate DECA
American Marketing Association
Beta Gamma Sigma Honor Society
Student Advisory Board
Toastmaster's Speechcraft Workshop
Industry Networking Night
Professional Development Workshops
Study Abroad
Industry Advisory Board Mentors
Executive in Residence Mentors

LTU offers additional student orgs and opportunities to get involved. Stay informed by checking the student newsletter each week in your email.

Advising

All students are required to meet with an academic advisor and faculty mentor before registration begins each semester. Otherwise a hold will be put on to prevent registration. Students are strongly encouraged to follow-up with an advisor throughout their studies.

It is a student's responsibility to ensure they are registered for the correct courses and are on track for graduation. Track and view your academic plan on Degreeworks in BannerWeb.

Graduation Requirements

121 minimum credits
2.0 minimum cumulative GPA
Last 30 credit hours must be completed at LTU

Class Standing

Freshman 0-29 credit hours
Sophomore 30-59 credit hours
Junior 60-89 credit hours
Senior 90+ credit hours

Enrollment Status

Full-Time 12+ credit hours
Half-Time 6-11 credit hours

Additional & Guest Credit

Students who have transfer or excused credit may need additional credit hours to satisfy all course requirements for the BSBA degree. Excused courses must be replaced with an advisor approved elective. Any courses taken outside of LTU must be approved through the guest credit process. Major courses must be taken at LTU. Students with above a 3.0 cumulative GPA and senior status may take up to 6 credit hours of approved graduate level courses.

Internships

Students are strongly encouraged to complete an internship. To register for MGT 3053 Business Internship, students must receive approval from Dr. Srikant Raghavan (sraghavan@ltu.edu) after they've found an internship related to their program of study.

Login to Handshake at ltu.edu/career_services for internships and job postings.

Bachelor of Science in Business Administration Marketing Flowchart (2020-2021)

Name _____
Student # _____ Date _____

121 Credits

Basic Studies

Freshmen

Sophomore

Junior

Senior

FA (13 Cr.) SP (16 Cr.) FA (16 Cr.) SP (16 Cr.) FA (15 Cr.) SP (15 Cr.) FA (15 Cr.) SP (15 Cr.)

