

**B.S. BUSINESS ADMIN. CONCENTRATION – 15 credits**  
**ADVERTISING & MARKETING CONCENTRATION**

**2013-2014 Catalog**

ID#: \_\_\_\_\_

Name: \_\_\_\_\_

Advisor: \_\_\_\_\_

**\*\*\*Students are required to have 122 distinct credits for graduation\*\*\***

**REQUIRED COURSES 15 credits**

<b>Course</b>	<b>Credit</b>	<b>Semester Completed</b>	<b>Grade Earned</b>	<b>Substitutions</b>
BUS309 Salesmanship	3			
BUS324 Personal Finance	3			
BUS328 Public Relations	3			
BUS431 Advertising	3			
BUS461 Marketing Research	3			

Student: \_\_\_\_\_ Date: \_\_\_\_\_

Advisor: \_\_\_\_\_ Date: \_\_\_\_\_

Division Chair: \_\_\_\_\_ Date: \_\_\_\_\_

Substitutions to the coursework above requires the signature of the division chair.