

**HOWARD
UNIVERSITY**

FALL 2019 (REV. 5/22)

School of Business

DEPARTMENT OF MARKETING

| | | | |
|-------------|----------------|----------------------|--|
| NAME | HU-ID#@ | YR ENTERED SB | |
|-------------|----------------|----------------------|--|

Using Adobe or Preview, type in all information below from your transcript.
If you have not yet taken a course, write the semester and year you plan to take it instead of the Grade.

| | COURSE # | COURSE TITLE | CREDIT | GRADE/ | REPEAT |
|--------------------|-----------------|--|--------|--------|--------|
| FIRST YEAR | | | | | |
| FIRST SEMESTER | ENGW- | English Writing Requirement: | 3 | | |
| | MATH-010 | College Algebra II * | 4 | | |
| | PSYC-050 | Intro to Psychology | 3 | | |
| | | Afro-American Elective | 3 | | |
| | INFO-010 | Business Problem Solving | 2 | | |
| | MGMT-010 | Business Orientation | 1 | | |
| SECOND SEMESTER | ECON-001 | Principles of Economics I | 3 | | |
| | ENGW- | English Writing Requirement: | 3 | | |
| | MATH-026 | Applied Calculus * | 4 | | |
| | ACCT-201 | Accounting Principles I | 3 | | |
| | MGMT-011 | Business Orientation II | 1 | | |
| SECOND YEAR | | | | | |
| FIRST SEMESTER | ECON-002 | Principles of Economics II | 3 | | |
| | | Literature Elective: | 3 | | |
| | ACCT-202 | Accounting Principles II | 3 | | |
| | | Foreign Language: | 3 | | |
| | HHPL- | Physical Education- Activity | 1 | | |
| | HHPL- | Physical Education- Health | 1 | | |
| | MGMT-001 | Career Counseling | 1 | | |
| SECOND SEMESTER | ECON-180 | Statistics-Bus & Economics | 3 | | |
| | BCOM-320 | Business Communication | 3 | | |
| | | Foreign Language (Level 2+): | 3 | | |
| | INFO-204 | Management Info Systems | 3 | | |
| | MKTG-301 | Principles of Marketing | 3 | | |
| THIRD YEAR | | | | | |
| FIRST SEMESTER | INFO-311 | Quantitative Business Anal | 3 | | |
| | <i>MKTG-310</i> | <i>Consumer Behavior</i> | 3 | | |
| | MGMT-301 | Management & Org Behavior | 3 | | |
| | FINA-311 | Finance Principles | 3 | | |
| | <i>MKTG-315</i> | <i>Marketing Research</i> | 3 | | |
| SECOND SEMESTER | BECN-330 | Managerial Economics | 3 | | |
| | <i>MKTG-361</i> | <i>Marketing Analytics (aka Computer Apps in Mktg)</i> | 3 | | |
| | BLAW-305 | Business Law I | 3 | | |
| | MGMT-351 | Entrepreneurship | 3 | | |
| | | Non-Business Elective: | 3 | | |
| FOURTH YEAR | | | | | |
| FIRST SEMESTER | INFO-335 | Production & Operations Mgmt | 3 | | |
| | <i>MKTG-320</i> | <i>Marketing Communications</i> | 3 | | |
| | <i>MKTG-</i> | <i>Marketing Elective:</i> | 3 | | |
| | PHIL- | Philosophy Elective: | 3 | | |
| | | Science Elective: | 3-4 | | |
| SECOND SEMESTER | <i>MKTG-399</i> | <i>Mktg Planning & Strategy</i> | 3 | | |
| | <i>MKTG-</i> | <i>Marketing Elective:</i> | 3 | | |
| | | History or Political Science Elective: | 3 | | |
| | MGMT-390 | Business Policy | 3 | | |
| | | Non-Business Elective: | 3 | | |
| TOTAL | | | 120 | | |

HOWARD
UNIVERSITY
School of Business
DEPARTMENT OF MARKETING
ADVISING AUDIT

| | | | |
|-------------|--|-----------------|--|
| NAME | | HU-ID# @ | |
|-------------|--|-----------------|--|

BUSINESS CORE COURSES (44 CREDITS)

| COURSE | TITLE | GRADE | COURSE | TITLE | GRADE |
|----------|--------------------------------|-------|----------|------------------------------------|-------|
| MGMT 001 | Career Counseling | | FINA 311 | Finance Principles | |
| MGMT 010 | Business Orientation | | MKTG 301 | Principles of Marketing | |
| ECON 180 | Statistics- Business & Econ | | INFO 311 | Quantitative Business Analysis | |
| ACCT 201 | Accounting Principles I | | BCOM 320 | Business Communication | |
| ACCT 202 | Accounting Principles II | | BECN 330 | Managerial Economics | |
| INFO 204 | Management Information Systems | | INFO 335 | Production & Operations Management | |
| MGMT 301 | Management & Org. Behavior | | MGMT 351 | Entrepreneurship | |
| BLAW 305 | Business Law | | MGMT 390 | Business Policy | |

MARKETING MAJOR REQUIREMENTS (21 CREDITS)

| COURSE | TITLE | GRADE | COURSE | TITLE | GRADE |
|----------|--|-------|----------|-------------------------------|-------|
| MKTG 310 | Consumer Behavior | | MKTG 399 | Marketing Planning & Strategy | |
| MKTG 315 | Marketing Research | | | | |
| MKTG 320 | Marketing Communications | | | Marketing Elective: | |
| MKTG 361 | Marketing Analytics (<i>aka Computer Apps in Mktg</i>) | | | Marketing Elective: | |

Major Requirements G.P.A. (2.5 Minimum)

[Click for G.P.A. Help](#)

Cumulative Overall G.P.A. (2.5 Minimum)

Yes No

Any F's in the Business Core?

More than 6 credits of D's in the Business Core?

More than 21 credits of D's in total?

Grade of D or F in any Major required courses listed above?

A grade of D or F in MATH 010 or MATH 026?

An average grade lower than C for ACCT 201 and ACCT 202?

If any answer above is "Yes," the student is in violation of degree requirements.

MINIMUM CUMULATIVE GRADE POINT AVERAGE FOR ALL CREDITS ATTEMPTED: 2.0