### B.S. IN BUSINESS ADMINISTRATION
International Business Major - Marketing

**CATALOG YEAR:** 2019-20

**TOTAL LISTED:** 104-129 CREDITS
(120 CREDITS NEEDED TO GRADUATE)

**Silver Core Curriculum (GE) Requirements**

<table>
<thead>
<tr>
<th>Subject</th>
<th>Credits</th>
<th>Courses</th>
<th>Completed</th>
</tr>
</thead>
</table>
| English                  | 3-8     | ENG 101 or ENG 100J  
ENG 102 |           |
| Mathematics              | 3-6     | MATH 126 or MATH 126E  
MATH 176 |           |
| Natural Science          | 6-8     | CO4L course  
CO4L or CO4 course |           |
| Humanities               | 3       | CH 201, 202, or 212  
Completed @UNR or TMCC Only |           |
| Social Science           | 6       | ANTH 101, BUS 101,  
Fin 101, ENT 200, PSC 211,  
PSC 231, PSY 101,  
SOC 101 |           |
| Fine Arts                | 3       | Search “Core Fine Arts” at www.unr.edu |           |
| Constitution             | 3       | CH 203  
Completed @UNR or TMCC Only |           |
| Speech Course            | 3       | COM 101, 113, 217 or 329 |           |

**Upper-Division COB/Core Requirements**

<table>
<thead>
<tr>
<th>Subject</th>
<th>Credits</th>
<th>Courses</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing</td>
<td>3</td>
<td>MGT 321 or ENG 321</td>
<td></td>
</tr>
<tr>
<td>Finance</td>
<td>3</td>
<td>FIN 301</td>
<td></td>
</tr>
</tbody>
</table>
| Information Systems      | 3       | IS 301 Completed @ UNR Only  
(CO9) & Bridge Course |           |
| Management               | 9       | MGT 323 Bridge Course  
MGT 325 Bridge Course  
MGT 496 Completed @ UNR Only  
(CO12, 13, 14) |           |
| Supply Chain Management  | 3       | SCM 352 |           |

**IB – Marketing Major Requirements**

<table>
<thead>
<tr>
<th>Subject</th>
<th>Credits</th>
<th>Courses</th>
<th>Completed</th>
</tr>
</thead>
</table>
| Business Concentration   | 9       | MKT 312  
MKT 422  
MKT 492 |           |
| Upper-Division International Business Requirements | 12 | MGT 480  
MGT 456  
ECON 305 (CO10, 11) Complete @ UNR Only |           |
| VI. Foreign Language*    | 0-14    | Completion of a fourth semester language course.  
Foreign Language must be consistent with Regional Track. |           |
| VII. Regional Track      | 8-9     | Choose from one of the following tracks: Spanish/Latin American,  
Spanish/European, French/European, Italian/European,  
Japanese/Asian or Chinese/Asian |           |

**Electives**

**20 Classes**

<table>
<thead>
<tr>
<th>Electives</th>
<th>0-16</th>
<th>Nonbusiness or business</th>
</tr>
</thead>
</table>

**Note:** Electives may be needed to meet the minimum graduation requirement of 120 credits

**Four-Year Credit Requirement:** Half of the total credits required for this degree (60/120) must be completed at UNR or another regionally accredited, four-year institution.

Visit [http://catalog.unr.edu](http://catalog.unr.edu) for detailed Silver Core Curriculum and Graduation requirements, and Course Descriptions. Contact the Student Success Center at (775) 784-4912 for more information.

**Major Advisor List and Flow Chart on the Back Side. Please flip over.**

*IT IS YOUR RESPONSIBILITY TO CHECK YOUR ACADEMIC ADVISING REPORT ON MyNEVADA FOR ACCURACY!*
This resource is not intended to substitute for Academic Advisement. Students are still encouraged to meet with their advisors, and are ultimately responsible for checking their MyNEVADA Academic Requirements report to ensure all degree and graduation requirements are met. (Go to: Student Center Dashboard > My Academics > Academic Requirements)

### Important MKT Notes

- Each International Business major is comprised of two components: a Regional Track (which requires Foreign Language competency), and a Concentration (a specific skillset within Business).
- Visit [www.unr.edu/ib](http://www.unr.edu/ib) to find the appropriate Advising Sheet for both you Regional Track.
- All IB majors are required to have taken PSC 211 or 231 prior to graduation. For most students, this will have been taken to satisfy your “Second Social Science” requirement.
- Work very closely with your International Business Faculty Advisors – they know the IB details like the back of their hands.

### Four Semester – Course Planning Ideas

**Meet with your Faculty Advisor—Four year plans for IB are too unique to put together a template.**

- * Courses should be taken in that semester to ensure you are following the proper sequence. If you fall out of sequence, please contact an Advisor as soon as possible.
- Courses not asterisked may be used as alternatives for other semesters—**pay attention to MGT 496 Pre-requisites.**
- This schedule is contingent on your following the proper path during your first two years.
- If you fall out of the prerequisite sequence, more than likely you will not be eligible to graduate on time. No exceptions will be made!

### Dual Major in IB and Marketing

A dual major in IB and Marketing would require 15 additional credits:

- MKT 316
- MKT 400
- MKT 495
- MKT Elective—See MKT Checklist
- MKT Elective—See MKT Checklist

### All Majors

#### Course Scarcity

Pay attention to when certain courses are scheduled! Not all classes are offered year round.

#### Enrolling in your MGT 496 Strategic Management Capstone Course

- Typically taken in your last semester
- Prerequisites: ENG 102; CH 201 or CH 202 or CH 203 or CH 212, MGT 323, FIN 301, SCM 352

#### Graduation Requirements

- 120+ credits earned to meet Bachelor’s degree requirements
- 2.0+ UNR, Cumulative, Major, AND Minor GPAs
- 30+ upper-division credits earned at UNR
- 40+ upper-division credits required for degree
- **60+ credits earned at a four-year institution (TRANSFER students – this especially applies to you)!**

#### Applying for Graduation

Eligible students **must** submit graduation applications in MyNEVADA by:

- March 1st for Spring graduation (application opens November 1st)
- June 1st for Summer graduation (application opens March 21st)
- October 1st for Fall graduation (application opens April 1st)

### Major Advisors

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
<th>Office</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linda Barrenchea</td>
<td><a href="mailto:lbarren@unr.edu">lbarren@unr.edu</a></td>
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<td>AB 401A</td>
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