



CATALOG YEAR: 2022-2023

TOTAL LISTED: 105-115 CREDITS
(120 CREDITS NEEDED TO GRADUATE)

Silver Core Curriculum (GE) Requirements

Subject	Credits	Courses	Completed
English <i>(CO1, 3)</i>	3-8	ENG 101 <i>or</i> ENG 100i ENG 102	_____ _____
Mathematics <i>(CO2)</i>	3-6	MATH 126EE, MATH 126E <i>or</i> MATH 126 MATH 176	_____ _____
Natural Science <i>(CO4L, CO4)</i>	6-8	CO4L course CO4L <i>or</i> CO4 course	_____ _____
Humanities <i>(CO5)</i>	3	CH 201 <i>or</i> 202 <i>Completed @ UNR or TMCC Only</i>	_____
Social Science	6	ANTH 101, BUS 101, FIN 101, ENT 200, PSC 211, PSC 231, PSY 101, SOC 101	_____ _____
Fine Arts <i>(CO7)</i>	3	Search "Core Fine Arts" at www.unr.edu	_____
Constitution <i>(CO8)</i>	3	CH 203 <i>Completed @ UNR or TMCC Only</i>	_____
Speech Course	3	COM 101, 113, 217 <i>or</i> 329	_____

Pre-Business Core

Subject	Credits	Courses	Completed
Accounting	6	ACC 201 ACC 202	_____ _____
Economics	6	ECON 102 <i>(CO6)</i> ECON 103	_____ _____
Statistics	6	ECON 261 ECON 262	_____ _____
Information Systems	3	IS 101	_____
Mathematics	<i>(Counted in Core)</i>	MATH 176	<i>(Counted in Core)</i>
Marketing	3	MKT 210	_____

Electives

20 Classes

Electives	5-15	Nonbusiness or business	Note: Electives may be needed to meet the <i>minimum</i> graduation requirement of 120 credits
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Upper-Division COB/Core Requirements

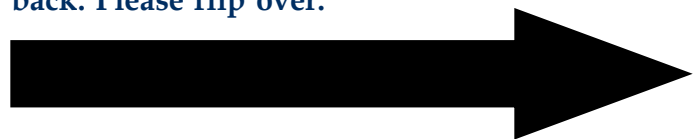
Subject	Credits	Courses	Completed
Writing	3	MGT 321 <i>or</i> ENG 321	_____
Finance	3	FIN 301	_____
Information Systems	3	IS 301 <i>Completed @ UNR Only (CO9) & Bridge Course</i>	_____
Management	9	MGT 323 <i>Bridge Course</i> MGT 325 <i>Bridge Course</i> MGT 496 <i>Completed @ UNR Only (CO12, 13, 14)</i>	_____ _____ _____
Supply Chain Management	3	SCM 352	_____
Economics	3	Any 300- or 400-level ECON class	_____
International Business	3	MKT 456 <i>Completed @ UNR Only (CO10 & 11)</i>	_____

MKT Major Requirements

Subject	Credits	Courses	Completed
Marketing	12	MKT 312 MKT 316 MKT 400 MKT 495	_____ _____ _____ _____
Upper-Division Marketing Electives	12	MKT 422, MKT 433, MKT 441, MKT 446 MKT 451 MKT 476, MKT 478**, MKT 479, MKT 480, MKT 490, MKT 492**, ENT 404 **Can be taken three times when selecting different topics	_____ _____ _____

17 Classes

Course Sequencing and Pre-Requisites on back. Please flip over.



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> for detailed Silver Core Curriculum, Graduation Requirements and Course Descriptions. Contact the Student Success Center at (775) 784-4912 for more information.

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)

FOUR SEMESTER – COURSE PLANNING IDEAS

Ideal 1st Semester JR

*MKT 312
*MGT 321
FIN 301
IS 301
SCM 352

Ideal 2nd Semester JR

*MKT 316
*MKT 400
*MKT Elective
MGT 323
ECON 300+

Ideal 1st Semester SR

*MKT Elective
*MKT 456
*MKT Elective
MGT 325
General Elect.—If Needed

Ideal 2nd Semester SR

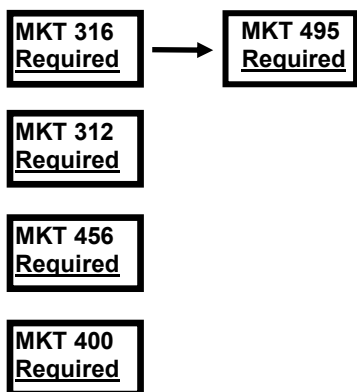
*MGT 496
*MKT 495
*MKT Elective
General Elect.—If Needed
General Elect.— If Needed

ADVISING TAKEAWAYS

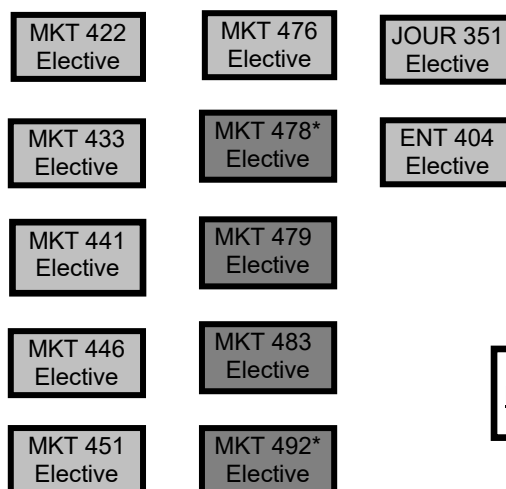
- It is preferred that you take MKT 312, 316, and 400 before taking other MKT courses. However, the most important of these is MKT 316, which is a prerequisite to MKT 495.
- MKT 495 will be taken in your senior year – most likely in your final semester!
- Pay attention to when certain courses are scheduled! Not all classes are offered year round

MARKETING MAJOR CLASS PRE-REQUISITE AND FLOW CHART

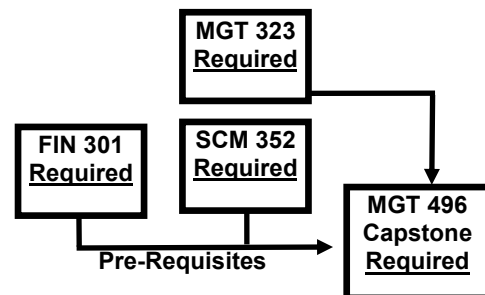
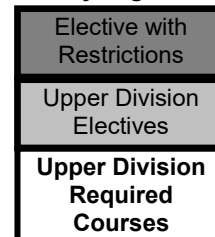
Required Courses



Marketing Electives: Pre-requisites vary—See Catalog



Key Legend



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 and CH 203, 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 1 for Spring graduation (application opens November 1)
- June 1 for Summer graduation (application opens March 21)
- October 1 for Fall graduation (application opens April 1)