

**MUMA COLLEGE OF BUSINESS-
ZIMMERMAN ADVERTISING PROGRAM (ZAP) 2016-2017 Catalog**

E. BUSINESS CORE (Grade of "C-" or better required in each course)

Must earn minimum of 60 hours of Business coursework

7 State Mandated Common Pre-Requisite Courses include ACG 2021,
ACG 2071, ECO 2013, ECO 2023, QMB 2100, CGS 2100 & MAC 2233

ACG 2021- Principles of Financial Accounting (***)

ACG 2071- Principles of Managerial Accounting (***)

Year 3 FALL

QMB 3200- Business Statistics II	3
MAR 3823- Marketing Management (Elective)	3
MAR 3613- Marketing Research	3
ADV 3101- Advertising Creativity	3
<i>Elective (Int'l if needed)</i>	3
Total:	15 credits

Year 4 FALL

Year 3 SPRING

FIN 3403- Principles of Finance	3
ADV 3300- Advertising Media Strategy	3
MAR XXXX- Upper Level Marketing Elective	3
ISM 3011- Info. Systems in Organizations	3
Total:	12 credits

Year 4 SPRING

YEAR 3 Summer

ADV 4940- Advertising Practicum	
MMC 4936- Brandtailing	

YEAR 4 Summer