

Program Map: Business Marketing
Department of Business, Management, and Marketing, College of Business Administration

Name:
Start Date:

SID:
Catalog Date:

Advisor:
Expected Graduation Date:

	Fall Courses			Spring Courses			Notes
	Course	Name	Hours	Course	Name	Hours	
Freshman	ENGL 1101*	Composition I Prerequisite: None	3	ENGL 1102*	Composition II Prerequisite: ENGL 1101	3	*course must be passed with grade C or higher
	MATH 1111*	College Algebra Prerequisite: None	3	ACCT 2101	Principles of Financial Accounting Prerequisite: MATH 1111	3	
	CISM/CILS/ CSCI 1130	Computer Applications Prerequisite: None	3	ECON 2105	Principles of Macro Economics Prerequisite: MATH 1111*	3	
	Non-lab science	See options on page 2	3	HUMN 1201	Critical Thinking & Communications Prerequisite: None	3	
	BUSA 1103	Intro to Business & Leadership Prerequisite: None	3	MATH 1113	PreCalculus Prerequisite: MATH 1111*	3	
	Fall Milestones		Total	Spring Milestones		Total	
		15	Student should become a Sophomore at end of term.			15	

	Fall Courses			Spring Courses			Notes
	Course	Name	Hours	Course	Name	Hours	
Sophomore	BUSA 2106	The Environment of Business Prerequisite: None	3	BUSA 2185	Business Research Prerequisite: BUSA 2182	3	*course must be passed with grade C or higher <u>Notes about lab science:</u> Students may not receive credit for both [BIOL 101K and BIOL 1103] or [BIOL 1012K and BIOL 1104]; these are the same classes. BIOL 1103 or 1104 without lab may be used towards non-lab science as long as a different science with lab is taken for lab science requirement.
	BUSA 2105	Communication in the Business Environment Prerequisite: ENGL 1102*, CISM/CILS/CSCI 1130	3	CISM 2130	Business Information Systems Prerequisite: CISM/CILS/CSCI 1130	3	
	ACCT 2102	Principles of Managerial Accounting Prerequisite: ACCT 2101	3	POLS 1101	American Government Prerequisite: None	3	
	ECON 2106	Principles of Micro Economics Prerequisite: MATH 1111*	3	Lab science	See options on page 2 Prerequisite: None	4	
	BUSA 2182	Intro to Business Statistics Prerequisite: MATH 1113	3	AFRS 1501	Survey of African American Experience Prerequisite: None	2	
	Fall Milestones		Total	Spring Milestones		Total	
		15	Student should complete Area F. Student should become a Junior at end of term.			15	

	Fall Courses			Spring Courses			Notes
	Course	Name	Hours	Course	Name	Hours	
Junior	Area C Option 2	See options on page 2 Prerequisite: ENGL 1102*	3	MKTG 4179*	International Marketing and Export Management Prerequisite: MGNT 3165; MKTG 3175	3	*course must be passed with grade C or higher **MKTG elective options: MKTG 3176, 3178, 3186, 4175 or 4176; GLIB 4194; MGNT 3196, 4204; BUSA 4229; BUSA 4999 or STAB 4101 ***Area G Elective: a 2/3/4000 level course from ACCT, BUSA, CILS, MGNT, MKTG, or STAB 4101 Classes in the Major Area of Specialization (bolded) are offered once a year in either fall or spring semester.
	HIST 2111 or HIST 2112	Survey of US History Prerequisite: None	3	MKTG elective**	See options at right** Prerequisite: varies	3	
	FINC 3155	Business Finance Prerequisite: ACCT 2101 & 2102; ECON 2105 & 2106; BUSA 2182	3	MGNT 3185	Operations Management Prerequisite: BUSA 2182; MGNT 3165	3	
	MKTG 3175*	Principles of Marketing Prerequisite: Junior standing or 42 earned hours + completion of Area F	3	Area C Option 1	See options on page 2 Prerequisite: varies	3	
	MGNT 3165	Management of Organizations Prerequisite: Junior standing or 42 earned hours + completion of Area F	3	Area G Elective***	See options at right** Prerequisite: varies	3	
	Fall Milestones		Total	Spring Milestones		Total	
	Student should have updated resume and prepare to begin interacting in business professional activities offered by COBA.		15	Student should become a Senior at end of term.			15

	Fall Courses			Spring Courses			Notes
	Course	Name	Hours	Course	Name	Hours	
Senior	MKTG 4116*	Marketing Research Prerequisite: BUSA 2182, MKTG 3175	3	MKTG 4185*	Marketing Management Prerequisite: MKTG 3175 and 9 hours of major area courses	3	*course must be passed with grade C or higher **MKTG elective options: MKTG 3176, 3178, 3186, 4175 or 4176; CILS 4194; MGNT 3196, 4204; BUSA 4229; BUSA 4999 or STAB 4101 Does this Degree Program Require a Minor? <u>No</u> Total Hours Required for this Degree Program: <u>120</u>
	MKTG Elective**	See options at right** Prerequisite: Varies	3	MKTG elective**	See options at right** Prerequisite: varies	3	
	MKTG elective**	See options at right** Prerequisite: varies	3	MKTG elective**	See options at right** Prerequisite: varies	3	
	BUSA 3145	Global Business Issues Prerequisite: Junior standing or 42 earned hours + completion of Area F	3	BUSA 4126*	Business Policy Prerequisite: ACCT 2101 & 2102; ECON 2105 & 2106; BUSA 2105, 2106, & 2182; MATH 1113; FINC 3155; MGNT 3165; MKTG 3175	3	
	Area E elective	See options on page 2 Prerequisite: None	3	Free elective	Any SSU course Prerequisite: varies	3	
	Fall Milestones		Total	Spring Milestones		Total	
	Student should visit Career Services for resume update, mock interview opportunities, and access to job search boards.		15	Student should have a job in their major field by graduation or been accepted into graduate school.			15

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Core Curriculum

Area A – Essential Skills 9 hrs

- i. ENGL 1101 English Composition I 3 hrs
- ii. ENGL 1102 English Composition II 3 hrs
- iii. MATH 1111 College Algebra 3 hrs

Area B – Institutional Options 5 hrs

- i. AFRS 1501 Survey of African-American Experience 2 hrs
- ii. HUMN 1201 Critical Thinking & Communication 3 hrs

Area C – Humanities/Fine Arts, and Ethics 6 hrs,

1. Select one of the following:
 - i. ENGL 2111 World Literature I 3 hrs
 - ii. ENGL 2112 World Literature II 3 hrs
 - iii. ENGL 2121 British Literature I 3 hrs
 - iv. ENGL 2122 British Literature II 3 hrs
 - v. ENGL 2131 American Literature I 3 hrs
 - vi. ENGL 2132 American Literature II 3 hrs
 - vii. ENGL 2222 African American Literature 3 hrs
 - viii. PHIL 2010 Introduction to Philosophy 3 hrs
 - ix. PHIL 2030 Introduction to Ethics 3 hrs
2. Select one of the following:
 - i. ARTS 1101 Introduction to Visual Art 3 hrs
 - ii. DNCE 2010 Dance Appreciation 3 hrs
 - iii. ENGL 2521 Introduction to Film 3 hrs
 - iv. HUMN 2011 Humanities 3 hrs
 - v. MUSC 1101 Introduction to Music 3 hrs
 - vi. THEA 2101 Introduction to Theatre 3 hrs

Area D – Natural Sciences, Math & Technology 10 hrs

1. Select one of the following:
 - i. CISM/CILS 1130 Computer Applications 3 hrs
 - ii. CSCI 1130 Computer Applications 3 hrs
2. Select one of the following:
 - i. ASTR 1000 Introduction to the Universe 3 hrs
 - ii. BIOL 1103 General Biology 3 hrs
 - iii. BIOL 1104 Human Biology 3 hrs
 - iv. CSCI 1301 Computer Science I 3 hrs
 - v. ENV5 1140 Environmental Issues 3 hrs
 - vi. FSCI 1101 Introduction to Molecular Forensic Science 3 hrs
 - vii. ISCI 1101 Integrated Science I 3 hrs
3. Select one of the following lab sciences:
 - i. BIOL 1103 + 1103L General Biology with lab 4 hrs
 - ii. BIOL 1104 + 1104L Human Biology with lab 4 hrs
 - iii. CHEM 1101K Introductory Chemistry 4 hrs
 - iv. ISCI 1111K Integrated Science II 4 hrs
 - v. MSCI 1501K Introduction to Marine Biology 4 hrs
 - vi. PHSC 1011K Physical Science I 4 hrs
 - vii. PHYS 1111K Introductory Physics I 4 hrs

Area E – Social Science 12 hrs

- i. POLS 1101 American Government 3 hrs
- ii. ECON 2105 Principles of Macro Economics 3 hrs
3. Select one of the following:
 - i. HIST 2111 U.S. History to the Post-Civil War Period 3 hrs
 - ii. HIST 2112 U.S. History from the Post-Civil War to Pre 3 hrs
4. Select one of the following:
 - i. AFRS 2000 Introduction to Africana Studies 3 hrs
 - ii. ANTH 1101 Introduction to Anthropology 3 hrs
 - iii. GEOG 1101 Introduction to Human Geography 3 hrs
 - iv. HIST 1111 World Hist to Early Modern Times 3 hrs
 - v. HIST 1112 World History Early Modern Times to Pres 3 hrs
 - vi. POLS 2401 Global Issues 3 hrs
 - vii. PSYC 1101 Intro to General Psychology 3 hrs
 - viii. PSYC 2103 Human Growth & Development 3 hrs
 - ix. SOCI 1101 Introduction to Sociology 3 hrs
 - x. SOCI 1160 Social Problems 3 hrs

MKTG 4116 Marketing Research 3 Credits

A course that examines the scientific method as applied to marketing research problems. The use of primary and secondary information for management decision-making is examined. Survey design, questionnaire construction, sampling processes, and data analysis are studied in depth. The course requires the extensive use of the computer for word processing and statistical analysis (SPSS & LISREL).

MKTG 4179 International Marketing and Export Management 3 Credits

A course that focuses on the marketing mix issues that are faced by large and small multinational organizations. Marketing decisions related to product line, branding, communications, distribution, and pricing are addressed.

MKTG 4185 Marketing Management 3 Credits

This course is designed as the capstone course in the marketing curriculum. Students will integrate materials learned in previous marketing course and apply marketing principles to solve actual business problems. The emphasis will be on planning, operation, and control of marketing activities. Case studies and stimulation games where students market one or more products are used to present “real life” situations. The emphasis will be on the analysis of marketing information and on the skills involved when making marketing decisions. Students will be required to prepare a marketing plan for a local business or nonprofit organization.

MKTG 3176 Professional Selling 3 Credits

Course designed to introduce the basic principles and techniques of professional selling. Students build strategies for effective selling and practice approaches to presenting products, handling objections, and closing sales. The economic and psychological motives of the buyer are examined in both industrial and consumer goods and services markets. Some special topics such as telemarketing and sales technologies are also introduced.

MKTG 3186 Sales Management 3 Credits

This course studies the planning, organizing, staffing, directing and controlling of sales force activities. The course emphasizes sales territory design, staff leadership, sales coaching and motivation, and cost analysis.

MKTG 4175 Advertising & Promotion 3 Credits

A course that examines advertising as a business and as a multidisciplinary subject that draws from both the arts and sciences. The first half of the course takes an analytical perspective, focusing on the history of advertising, as well as the social, legal, ethical, and economic issues. The second half of the course assumes a managerial perspective as students learn about the advertising process and create an advertising campaign.