

COLLEGE OF BUSINESS ADMINISTRATION

MARKETING

Effective: Spring 2019

Updated March 2019

Name	
SID	
Date of Entrance	

GENERAL EDUCATION - 60 Semester Hours			
	Sem	Grade	Hrs
Area A Essential Skills – 9 Hrs			
Engl 1101-English Comp 1			3*
Engl 1102-English Comp 2			3*
Math 1111-College Algebra			3*

Area B Institutional Options – 5 Hrs			
Afrs 1501-Survey of Af Am Exper			2
Humn 1201-Critical Think & Com <i>or via eCore: COMM 1100</i>			3

Area C Humanities/Fine Arts – 6 Hrs			
			3
Choose one: Engl 2110, 2111, 2112, 2121, 2122, 2131, 2132, 2222; Phil 2010, 2030			
			3
Choose one: Arts 1101; Dnce 2010; Engl 2521; Humn 2011; Musc 1101; Thea 2101			

Area D Science, Mathematics and Technology – 10 Hrs			
Non-lab Science			3
Choose one: Astr 1000, 1010, Biol 1103 [^] , Biol 1104, Csci 1301, Envs 1140, Fsci 1101, or Isci 1101 <i>or via eCore: Envs 2202</i>			
Laboratory Science			4
Choose one: Biol 1103 & 1103L [^] , Biol 1104 & 1104L; Chem 1101K, Isci 1111K, Msci 1501K Phsc 1011K, or Phys 1111K <i>or via eCore: Biol 1011K[^]; Geol 1011K</i>			
Cism/Csci 1130-Computer App.			3

Area E Social Sciences – 12 Hrs			
Hist 2111-United States History <i>or</i> Hist 2112-United States History			3
Pols 1101-American Government			3
Econ 2105-Prin of Macro Eco			3
			3
Choose one: Afrs 2000; Anth 1101; Geog 1101; Hist 1111, Hist 1112; Pols 2401; Psyc 1101, 2103; Soci 1101, 1160			

Area F Business Core – 18 Hrs			
Busa 1103-Intro to Bus & Leadership <i>Or</i> Busa 1101 and 2 credit hours of Freshmen Exper			3
Acct 2101-Prin of Fin Acc			3
Acct 2102-Prin of Managerial Acc			3
Econ 2106-Prin of Micro Eco			3
Busa 2105-Com in the Bus Env			3
Busa 2106-The Env of Bus			3

Area G Foundation Knowledge of Business – 33 Hrs			
Math 1113-Precalculus			3
Busa 2182- Intro to Bus Statistics			3
Busa 2185-Business Research			3
Cism 2130-Business Infor Systems			3
Busa 3145-Global Bus Issues			3
Finc 3155-Business Finance			3
Mgmt 3165-Mgmt of Organization			3
Mktg 3175-Prin of Marketing			3*
Mgmt 3185-Operations Management			3
Busa 4126-Business Policy			3*
General Business Elective			3
Choose one 2000/3000/4000 from the following: ACCT, BUSA, CISM, FINC, GLIB, MGNT, MKTG, STAB 4101			

Area of Specialization – 24 Hrs			
MARKETING			
Mktg 4116-Marketing Research			3*
Mktg 4179-Int'l Mkt & Export Mgmt			3*
Mktg 4185- Marketing Management			3*
			3*
			3*
			3*
			3*
Choose two: MKTG 3178, 3179, or 4175 ⁺ ; MGNT 4204; BUSA4999/Stab 4101			
Choose two: MKTG 3176 ⁺ , 3186, 4176; GLIB 4194; BUSA 4229			
Choose one: MKTG 3176, 3178, 3179, 3186, 4175 or 4176; MGNT 4204; BUSA 4229; BUSA4999/Stab 4101; GLIB 4194			

Free Elective - 3 Hrs			
			3

- * A minimum grade of "C" is required for this course
- [^] Students may take either BIOL 1103 (SSU) or BIOL 1011K (eCore) but may not receive credit for both
- + These courses qualify students will qualify for Advertising and/or Selling certificates

All students who have successfully completed 91 hours, must complete the application for graduation.

This will allow the Registrar to begin the degree audit process.

MARKETING

FOUR-YEAR PLANNING SCHEDULE

	TRACK	FALL SEMESTER		SPRING SEMESTER	
FRESHMAN YEAR	All	ENGL 1101-English Composition I	3*	ENGL 1102-English Composition II	3*
		MATH 1111-College Algebra	3*	ACCT 2101-Prin of Financial Acct	3*
		CSCI/CISM 1130-Computer Appl	3	ECON 2105-Prin of Macro Econ	3*
		Area D: Non-Lab Science	3	HUMN 1201-Critical Thinking & Comm	3
		Busa 1103-Intro to Bus & Leadership	3	MATH 1113-PreCalculus	3*
			15		15

SOPHOMORE YEAR	All	ACCT 2102-Prin of Managerial Acct	3*	BUSA 2185-Business Research	3*
		BUSA 2105-Comm in the Bus Env	3*	CISM 2130-Business Info Systems	3*
		BUSA 2106-The Environment of Bus	3*	MKTG 3175-Principles of Marketing ^{&}	3*
		ECON 2106-Principles of Micro Econ	3*	AFRS 1501-Survey of Af Amer Exp	2
		BUSA 2182-Intro to Bus Statistics	3*	Area D: Lab Science	4
			15		15

JUNIOR YEAR	General	MKTG Major Elective (see grid for options)	3*	MKTG 4179-Int'l Mkt & Export Mgmt	3*
		MKTG Major Elective (see grid for options)	3*	MKTG Major Elective (see grid for options)	3*
		MGNT 3165-Management of Org	3*	MGNT 3185-Operations Management	3*
		FINC 3155-Business Finance	3*	General Business Elective	3*
		POLS 1101-American Government	3	Area C: Option 2 (Fine Arts)	3
	Advertising	MKTG 4175-Advertising & Promotion	3*	MKTG 4179-Int'l Mkt & Export Mgmt	3*
		MKTG Major Elective (see grid for options)	3*	MKTG Major Elective (see grid for options)	3*
		MGNT 3165-Management of Org	3*	MGNT 3185-Operations Management	3*
		FINC 3155-Business Finance	3*	General Business Elective	3*
		POLS 1101-American Government	3	Area C: Option 2 (Fine Arts)	3
	Sales	MKTG 3176-Professional Selling	3*	MKTG 4179-Int'l Mkt & Export Mgmt	3*
		MKTG Major Elective (see grid for options)	3*	MKTG Major Elective (see grid for options)	3*
		MGNT 3165-Management of Org	3*	MGNT 3185-Operations Management	3*
		FINC 3155-Business Finance	3*	General Business Elective	3*
		POLS 1101-American Government	3	Area C: Option 2 (Fine Arts)	3
		15		15	

SENIOR YEAR	General	MKTG 4116-Marketing Research	3*	MKTG 4185-Marketing Management	3*
		MKTG Major Elective (see grid for options)	3*	MKTG Major Elective (see grid for options)	3*
		BUSA 3145-Global Business Issues	3*	BUSA 4126-Business Policy	3*
		HIST 2111 or 2112-US History	3	Free Elective	3
		Area C: Option 1 (ENGL/PHIL)	3	Area E: Option	3
	Advertising	MKTG 4116-Marketing Research	3*	MKTG 4185-Marketing Management	3*
		MKTG Major Elective (see grid for options)	3*	MKTG Major Elective (see grid for options)	3*
		BUSA 3145-Global Business Issues	3*	BUSA 4126-Business Policy	3*
		HIST 2111 or 2112-US History	3	Free Elective	3
		Area C: Option 1 (ENGL/PHIL)	3	Area E: Option	3
	Sales	MKTG 4116-Marketing Research		MKTG 4185-Marketing Management	3*
		MKTG Major Elective (see grid for options)	3*	MKTG Major Elective (see grid for options)	3*
		BUSA 3145-Global Business Issues	3*	BUSA 4126-Business Policy	3*
		HIST 2111 or 2112-US History	3	Free Elective	3
		Area C: Option 1 (ENGL/PHIL)	3	Area E: Option	3
		15		15	

Notes:

*A minimum grade of "C" is required for this course.

[&] To be eligible for upper division courses in Sophomore year, a student must have completed at least 42 earned credit hours *and* have completed Area F (ACCT 2101, ACCT 2102, ECON 2106, BUSA 1103, BUSA 2105, BUSA 2106).