

# COLLEGE OF BUSINESS ADMINISTRATION

## MARKETING

Effective: Spring 2019

Updated March 2019

<b>Name</b>	
<b>SID</b>	
<b>Date of Entrance</b>	

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

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

<b>Area C Humanities/Fine Arts – 6 Hrs</b>			
			3
<b>Choose one:</b> Engl 2111, 2112, 2121, 2122, 2131, 2132, 2140; Phil 2010, 2030			
			3
<b>Choose one:</b> Arts 1101; Dnce 2010; Engl 2521; Humn 2011; Musc 1101; Thea 2101			

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

<b>Area E Social Sciences – 12 Hrs</b>			
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
<b>Choose one:</b> Afrs 2000; Anth 1101; Geog 1101; Hist 1111, Hist 1112; Pols 2401; Psyc 1101, 2103; Soci 1101, 1160			

<b>Area F Business Core – 18 Hrs</b>			
Busa 1103-Intro to Bus & Leadership <i>Or</i> Busa 1101 and 2 credit hours of Freshmen Exper			3
			1
			2
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

<b>Area G Foundation Knowledge of Business – 33 Hrs</b>			
Math 1113-Precalculus			3
Busa 2182- Intro to Bus Statistics			3
Busa 2185-Business Research			3
Cils 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*
			3
<b>Choose one 2000/3000/4000 from the following:</b> ACCT, BUSA, CILS, MGNT, MKTG, STAB 4101			

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

<b>Free Elective - 3 Hrs</b>			
			3

- \* A minimum grade of "C" is required for this course
- <sup>^</sup> Students may take either BIOL 1103 (SSU) or BIOL 1011K (eCore) but may not receive credit for both
- <sup>^^</sup> Students may take either BIOL 1104 (SSU) or BIOL 1012K (eCore) but may not receive credit for both

**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.