

COLLEGE OF BUSINESS ADMINISTRATION

MARKETING

Effective: Fall 2018

Updated July 2018

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			3

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

Area D Science, Mathematics and Technology – 10 Hrs			
Non-lab Science			3
<i>Choose one:</i> Astr 1010, Biol 1103, Biol 1104, Csci 1301, Envs 1140, Fsci 1101, or Isci 1101			
Laboratory Science			4
<i>Choose one:</i> Biol 1103 w/ lab, Biol 1104 w/ lab, Chem 1101K, Isci 1111K, Msci 1501K Phsc 1011K, or Phys 1111K			
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
			3
			3
<i>Choose two:</i> Afrs 2000; Anth 1101; Geog 1101; Hist 1111, Hist 1112; Pols 2401; Psyc 1101, Psyc 2103; Soci 1101, Soci 1160			

ADDITIONAL REQUIREMENTS – 2 Hrs			
Freshmen Year Experience - (2 hrs)			
Tigr 1101- First Year Experience			2

Area F Business Core – 18 Hrs			
Acct 2101-Prin of Fin Acc			3
Acct 2102-Prin of Managerial Acc			3
Econ 2105-Prin of Macro Eco			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			
Busa 1101-Leadership & Dev I			1
Math 1113-Precalculus			3
Busa 2182- Intro to Bus Statistics			3
Busa 2185-Business Research			2
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
<i>Choose one 2000/3000/4000 from the following:</i> 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*
<i>Choose two:</i> MKTG 3178, 3179, or 4175; MGNT 4204; BUSA4999/Stab 4101			
<i>Choose two:</i> MKTG 3176, 3186, 4176; GLIB 4194; BUSA 4229			
<i>Choose one:</i> 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

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*
			AFRS 1501-Survey of Af Amer Exp	2	BUSA 1101-Leadership & Prof Dev I	1*
			Area D: Non-Lab Science	3	HUMN 1201-Critical Thinking & Comm	3
			BUSA 1103-Freshman Year Experience	2	MATH 1113-PreCalculus	3*
				16		16
SOPHOMORE YEAR	All		ACCT 2102-Prin of Managerial Acct	3*	BUSA 2185-Business Research	2*
			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*	Area C: Option 1 (ENGL/PHIL)	3
			BUSA 2182-Intro to Bus Statistics	3*	POLS 1101-American Government	3
			HEDU Course	1	HEDU Course	2
				16		16
JUNIOR YEAR	General		MKTG Major Elective (see grid for options)	3*	MKTG 4179-Int'l Mkt & Export Mgnt	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*
			Area D: Lab Science	4	Area C: Option 2 (Fine Arts)	3
	Advertising		MKTG Major Elective (see grid for options)	3*	MKTG 4179-Int'l Mkt & Export Mgnt	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*
			Area D: Lab Science	4	Area C: Option 2 (Fine Arts)	3
	Sales		MKTG 3176-Professional Selling	3*	MKTG 4176-Advanced Selling	3*
			MKTG 3186-Sales Management	3*	MKTG 4179-Int'l Mkt & Export Mgnt	3*
			MGNT 3165-Management of Org	3*	MGNT 3185-Operations Management	3*
			FINC 3155-Business Finance	3*	General Business Elective	3*
			Area D: Lab Science	4	Area C: Option 2 (Fine Arts)	3
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
			POLS 2401-Global Issues	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
			POLS 2401-Global Issues	3	Area E: Option	3
	Sales		MKTG 4116-Marketing Research		MKTG 4185-Marketing Management	3*
			MKTG Major Elective (see grid for options)	3*	GLIB 4194-International Trade	
			BUSA 3145-Global Business Issues	3*	BUSA 4126-Business Policy	3*
			HIST 2111 or 2112-US History	3	Free Elective	3
			POLS 2401-Global Issues	3	Area E: Option	3