

**Curriculum Guide
Major: Marketing (B.B.A.)
2013-2014**

First Year				Second Year			
Semester 1		Semester 2		Semester 1		Semester 2	
Core 10: ENGL 1301	3 hrs.	ENGL 1302* or 2311*	3 hrs.	ACCT 2301	3 hrs.	ACCT 2302*	3 hrs.
Core 20: MATH 1324*	3 hrs.	MATH 1325*	3 hrs.	CIDM 2342*	3 hrs.	CIDM 3330*	3 hrs.
Core 80: ECON 2301 or 2302	3 hrs.	ECON 2301 or 2302	3 hrs.	Core 40: Humanities ^C	3 hrs.	FIN 3320*	3 hrs.
Core 11: COMM 1321 or 1315	3 hrs.	Core 60: History ^C	3 hrs.	Core 60: History ^C	3 hrs.	MGT 3330	3 hrs.
Core 90: BUSI 1304, CIDM 1301, 1315, 2345, or FIN 1307	3 hrs.	Core 70: Political Science ^C	3 hrs.	Core 70: Political Science ^C	3 hrs.	MKT 3340	3 hrs.
	15 hrs.		15 hrs.		15 hrs.		15 hrs.
Third Year				Fourth Year			
Semester 1		Semester 2		Semester 1		Semester 2	
MKT 3342	3 hrs.	MKT 3348*	3 hrs.	MGT 4315* or Free Elect.	3 hrs.	MGT 4315* or Free Elect.	3 hrs.
MKT 4340*	3 hrs.	Adv. MKT Elective ²	3 hrs.	MKT 4348*	3 hrs.	Adv. MKT Elective ²	3 hrs.
Adv. MKT Elective ²	3 hrs.	Adv. MKT Elective ²	3 hrs.	Free Elective	3 hrs.	Adv. MKT Elective ²	3 hrs.
BUSI 3312*	3 hrs.	Adv. Eco. or COB Writing Core ¹	3 hrs.	Adv. Eco. or COB Writing Core ¹	3 hrs.	Free Elective	3 hrs.
Core 30: Lab Science ^C	3 hrs.	Core 30: Lab Science ^C	3 hrs.	Core 50: Arts ^C	3 hrs.	Free Elective	3 hrs.
	15 hrs.		15 hrs.		15 hrs.		15 hrs.
						Total degree hours must =120	

* Indicates prerequisites.

^C See catalog for options.

^F Fall only

^S Spring only

NOTE: Course scheduling/rotation notes are not definitive and should be used for general planning purposes only. A number of factors can influence when courses are offered. Students should always seek the advice of their academic advisor before scheduling classes.

PRE-BUSINESS:

Students must complete these courses with a grade of "C" or better before declaring a Business major: ENGL 1301; MATH 1324 and 1325; COMM 1321 or ENGL 1302 or 2311; ECON 2301 and 2302; one course from BUSI 1304, CIDM 1301, CIDM 1315, CIDM 2345, or FIN 1307; ACCT 2301.

PREREQUISITE NOTES:

ACCT 2302: ACCT 2301.

BUSI 3312: junior standing.

CIDM 2342: MATH 1325* or consent of instructor.

CIDM 3330: CIDM 2342* or concurrent enrollment.

ECON Advanced Elective: ECON 2301 and ECON 2302*.

ENGL 1302/2311: ENGL 1301.

FIN 3320: ACCT 2301, 2302* or concurrent enrollment, and CIDM 2342* or concurrent enrollment.

MATH 1324: MATH 0303 or score of 85 or higher on Accuplacer Elementary Level Algebra Exam.

MATH 1325: MATH 1324 (or 1314 if student already has credit).

MGT 4315: FIN 3320*, MGT 3330, MKT 3340, and senior standing.

MKT 3348: MKT 3340, CIDM 2342*, CIDM 3330*.

MKT 4340: MKT 3340.

MKT 4348: MKT 3340 and senior standing.

ADDITIONAL NOTES:

¹ **COB Writing Core:** Choose one course from: BUSI 1304 (prerequisite: ENGL 1302/2311); BUSI/MGT 4380; CIDM 3320; ECON 4342 (prerequisites are ECON 2301 and 2302); FIN 3350 (prerequisite is FIN 3320), 4320 (prerequisite is FIN 3320), 4321; MGT 3335 (prerequisite is junior standing). Major requirements will not count for the Writing Component.

² **Advanced Marketing Electives:** MKT 3346, 3350, 3352, 3354, 3356*, 4342*, 4344*, 4346*, 4360* (MKT 3340 prerequisite to asterisked courses)