

**Curriculum Guide  
Major: Marketing (B.B.A.)  
2012-2013**

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 <sup>C</sup> 3 hrs.	FIN 3320* 3 hrs.
Core 11: COMM 1321 or 1315 3 hrs.	Core 60: History <sup>C</sup> 3 hrs.	Core 60: History <sup>C</sup> 3 hrs.	MGT 3330 3 hrs.
Core 90: BUSI 1304, CIDM 1301, 1315, 2345, or FIN 1307 3 hrs.	Core 70: Political Science <sup>C</sup> 3 hrs.	Core 70: Political Science <sup>C</sup> 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.	MKT 4342* 3 hrs.	MKT 4348* 3 hrs.	MKT 4346* 3 hrs.
Adv. MKT Elective 3 hrs.	Adv. MKT Elective 3 hrs.	Free Elective 3 hrs.	Adv. MKT Elective 3 hrs.
BUSI 3312* 3 hrs.	Adv. Eco. or COB Writing Core <sup>1</sup> 3 hrs.	Adv. Eco. or COB Writing Core <sup>1</sup> 3 hrs.	Free Elective 3 hrs.
Core 30: Lab Science <sup>C</sup> 3 hrs.	Core 30: Lab Science <sup>C</sup> 3 hrs.	Core 50: Arts <sup>C</sup> 3 hrs.	Free Elective 3 hrs.
15 hrs.	15 hrs.	15 hrs.	15 hrs.
			<b>Total degree hours must =120</b>

\* Indicates prerequisites.

<sup>C</sup> See catalog for options.

<sup>F</sup> Fall only

<sup>S</sup> 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; ECON 2301 and 2302; CIDM 1315 or equivalent; 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 4342 and MKT 4346:** MKT 3340.

**MKT 4348:** MKT 3340 and senior standing.

**ADDITIONAL NOTES:**

<sup>1</sup> **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 (prerequisite is FIN 4320); MGT 3335 (prerequisite is junior standing). Major requirements will not count for the Writing Component.