### MAJOR SPECIFIC CORE CURRICULUM REQUIREMENTS

**MAT 1030** required for the major will fulfill the core curriculum math requirement.

**ECO 2030** required for the major will fulfill 3 s.h. of core curriculum social science.

**COB ADMISSION REQUIREMENTS (28 sh):**

- 2.5 cum. GPA (based on 12+ graded hours at ASU), 60 earned hours and completion of the following:
  - ENG 1000 (min. grade of "C" required)
  - ENG 1100/2001 (prereq: ENG 1000)
  - MAT 1030 or 1110 (4 sh)
  - Computer Proficiency (passing score on computer proficiency test or CIS 1026/2025)

**COB LOWER LEVEL CORE (2.0 average required):**

- ACC 2100 (prereq: 24 EH)
- ACC 2110 (prereq: min. "C" in ACC 2100/1100)
- ECO 2030
- ECO 2040 (prereq: ECO 2030)
- ECO 2100 (prereq: MAT 1020, 1030 or 1110) (STT 2810 can substitute)
- LAW 2150

*Students cannot be admitted to the COB with any outstanding grades of "I".*

### ADDITIONAL COB CORE (24 sh)

- ENG 3100 (prereq: ENG 1100 & 54 EH)
- OR BE 3340 (prereq: ENG 1100) (min. grade of "C" in ENG 3100/BE 3340 required to take 4000 level business courses)
- CIS 2050/3050
- ECO 2200 (prereq: ECO 2030 & ECO 2100)
- FIN 3680 (prereq: MAT 1030 & ACC 2100)
- MGT 3630
- MKT 3050 (prereq: ECO 2030)
- POM 3650
- MGT 4750 (prereq: all 2000/3000 level COB core, grad audit and final semester of coursework)

### SPECIAL DESIGNATORS

**Major Designators**

- 2 Writing (W) ___ ___
- 1 Speaking (S) ___
- Com. Prof. ___

**Other Designators**

- 4 Writing (W) __________
- 2 Numerical Data (ND) __________
- 4 Multi-cult(MC) __________
- 2 Computer (C) __________
- 1 Cross-Disciplinary (CD) ___

***IN ORDER TO GRADUATE, MARKETING MAJORS MUST ACHIEVE AN AVERAGE G.P.A. OF 2.0 IN THE FOLLOWING 18 HOURS OF REQUIRED AND ELECTIVE 3000/4000-LEVEL MARKETING COURSES.***

### REQUIRED - MARKETING (15 s.h.)

- MKT 3220 (Sales Management)(S) - Prereq: "C" in MKT 3050
- MKT 3240 (Integrated Marketing Communications)(W) - Prereq: "C" in MKT 3050
- MKT 3260 (Managing Distribution Channels)(W) - Prereq: "C" in MKT 3050
- MKT 4610 (Consumer Behavior)(MC)(CD) - Prereq: Senior, "C" in MKT 3050
- MKT 4620/3250 (Marketing Research)(W)(ND) - Prereqs: ECO 2200 and "C" in MKT 3050

### ELECTIVES - MARKETING (3 s.h.)

- MKT 3052 (Professional Selling)(S) - Prereq: "C" in MKT 3050
- MKT 3210 (Retail Management) - Prereq: "C" in MKT 3050
- MKT 3230 (Industrial Marketing) - Prereq: "C" in MKT 3050
- MKT 3530-3549 (Selected Topics) - Prereq: "C" in MKT 3050
- MKT 3900 (Internship) - 6 s.h. - (3 s.h. apply to MKT elective)
- MKT 4100 (Marketing Management) - Prereq: Senior, "C" in MKT 3050
- MKT 4530-4549 (Selected Topics) - Prereq: "C" in MKT 3050
- MKT 4550 (International Marketing)(MC) - Prereq: Senior, "C" in MKT 3050

### COLLEGE OF BUSINESS ELECTIVES (3000/4000 Level) (9 s.h.)

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### FREE ELECTIVES (12 s.h.)

- 6 s.h. any level outside the COB
- 6 s.h. 3000/4000-level - inside or outside the COB