**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 2100)
- **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)
- **ENG 3430** (prereq: ECO 2030 & ECO 2100)
- **FIN 3680** (prereq: MAT 1030 & ACC 2100)
- **MGT 3630**
- **MKT 3050** (prereq: ECO 2030)
- **POM 3650**
- **ECO 2200** (prereq: ECO 2100)
- **MKT 3050/3250** (Marketing Research) (W) (ND) - Prereq: "C" in MKT 3050, ECO 2200

### SPECIAL DESIGNATORS

**Major Designators**

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

**Other Designators**

- 4 Writing (W)
- 2 Numerical Data (ND)
- 4 Multi-cultural (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) - Prereq: "C" in MKT 3050, ECO 2200

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

- **MKT 3052** (Professional Selling) (S) - Prereq: "C" in MKT 3050
- **MKT 3210** (Retail Management) - Prereq: "C" in MKT 3050 – *(on demand)*
- **MKT 3230** (Business-to-Business Marketing) - Prereq: "C" in MKT 3050 – *(on demand)*
- **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.)

---

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

6 s.h. any level outside the COB

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

---

This check sheet was updated to reflect new course numbers, titles and prerequisites effective fall 2011. Changes made after fall 2011 are not reflected on this check sheet.