## 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) - prereq: "C" in MKT 3050, ECO 2200 (MKT 4620 was previously MKT 3250)

### 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.) (cannot use MGT 3010 or FIN 3010)

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

6 s.h. any level outside the COB (cannot use MGT 3010 or FIN 3010)

### OUTSIDE COB

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### UPPER-LEVEL

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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.