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) ($TT 2810 can substitute)
___ LAW 2150

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

*** 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 MKT 3010 or FIN 3010)

FREE ELECTIVES (12 s.h.) 6 s.h. any level outside the COB
6 s.h. 3000/4000-level - inside or outside the COB (cannot use MKT 3010 or FIN 3010)

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.