MAJOR REQUIREMENTS THAT COUNT IN GENERAL EDUCATION (7 SH):

MAT 1030 (4 sh) can count in both the major and as a Gen. Ed. Quantitative Literacy requirement.
ECO 2030 (3 sh) can count in both the major and as a Perspective course in the Gen. Ed.
(Total major requirements – 83 sh; Gen Ed courses counting in the major – 7 sh; net major hours 76)

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) (hours already counted in Gen Ed)
ENG 2001 (prereq: ENG 1000 & UCO 1200) (min. grade of “C” required) (hours already counted in Gen Ed)
MAT 1030 or 1110 (4 sh) (can double count in Gen Ed)
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)
ECO 2030 (can double count in Gen Ed)
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 (25 sh)

ENG 3100 (prereq: ENG 2001 & 54 EH)
OR BE 3340 (prereq: ENG 2001)
(Writing in the Discipline Requirement) (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
MKT 4750 (prereq: all 2000/3000 level COB core, grad audit and final semester of coursework)
BUS 4000 (1 sh) (Capstone Requirement) (prereq: all 2000/3000 COB core, senior status)

GLOBAL ISSUES REQUIREMENT (met within the other degree requirements – does not require additional course work)
The Global Issues requirement can be met by satisfying one of the following:

- International business course (ACC 4730; BUS 4540; CIS 3620; ECO 3410; ECO 3430; ECO 4640; FIN 3075, FIN 3350; FIN 4750; MGT 3190; MGT 3670; MGT 3800; MGT 4550; SCM 3680; SCM 3690 and others upon approval)
- Business summer study abroad (minimum 3 sh) (BUS 3010, 3020, 3030, 3040, 3050, 3060, 3070, 3080 and others upon approval)
- Semester long study abroad for credit
- Fulltime 400-hour minimum
- International internship for credit
- Foreign language courses at or above the 3000 level

*** 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 sh)

MKT 3220 (Sales Management) - prereq: “C” in MKT 3050
MKT 3240 (Integrated Marketing Communications) - prereq: “C” in MKT 3050
MKT 3260 (Managing Distribution Channels) - prereq: “C” in MKT 3050
MKT 4610 (Consumer Behavior) - prereq: Senior, “C” in MKT 3050
MKT 4620 (Marketing Research) - prereq: “C” in MKT 3050, ECO 2200

ELECTIVES - MARKETING (3 sh)

MKT 3052 (Professional Selling) - 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 – on demand
MKT 3900 (Internship) - 6 s.h. - (3 s.h. apply to MKT elective) – prereq: “C” in MKT 3050, admission to the COB and permission of the Dept. Chair and the internship coordinator
MKT 4100 (Marketing Management) - prereq: Senior, “C” in MKT 3050 – on demand
MKT 4530-4549 (Selected Topics) - prereq: “C” in MKT 3050 – on demand
MKT 4550 (International Marketing) - prereq: Senior, “C” in MKT 3050

COLLEGE OF BUSINESS ELECTIVES (3000/4000 Level) (9 sh.) (cannot use MGT 3010 or FIN 3010)

FREE ELECTIVES (11 sh.) - 2 s.h. any level outside of the COB (university requirement)
3 s.h. any level inside or outside of the COB (cannot use ACC 1050, MGT 3010 or FIN 3010)
6 s.h. 3000/4000-level - in or out of the COB (cannot use MGT 3010 or FIN 3010)