

**MARKETING (352A)**  
**Bachelor of Science in Business Administration (B.S.B.A.)**  
**Fall 2010 – Summer 2011**

**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)*

*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.*

**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 (formerly CIS 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 (formerly CIS 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)
- \_\_\_\_\_ **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; MKT 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 s.h.)**

- \_\_\_\_\_ MKT 3220 (Sales Management) - prereq: "C" in MKT 3050
- \_\_\_\_\_ MKT 3240 (Integrated Marketing Communications)(W) - 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

Students must have 57 hours to take 3000 level COB core courses, 60 hours to take any other 3000 level COB course, and 90 hours to take any 4000 level COB course. In addition, students not admitted to the COB must have a minimum GPA of 2.0 to take 3000/4000 level business classes.

No more than five 3000/4000 level COB courses can be taken by students not admitted to the COB.

It is recommended that students take all 3000 COB core courses prior to taking 4000 level COB courses.

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

- \_\_\_\_\_ 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 s.h.) (cannot use MGT 3010 or FIN 3010)**

**FREE ELECTIVES (11 s.h.) - 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**)

Outside COB    Other    Upper-level

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