

**MARKETING (352A)**  
**Bachelor of Science in Business Administration (B.S.B.A.)**  
**Fall 2011 – Summer 2012**

**GENERAL EDUCATION REQUIREMENTS (44 sh) – the following 13 sh of major requirements can also count in the General Education Program:**

- ♦ *ENG 1000 and 2001 (6 sh) count as General Education Writing Across the Curriculum requirements*
- ♦ *MAT 1030/1110 (4 sh) counts as a General Education Quantitative Literacy requirement*
- ♦ *ECO 2030 (3 sh) counts as a General Education Perspective requirement*

**COB ADMISSION REQUIREMENTS (28 sh)**

2.5 cumulative 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) (*hours already counted in Gen Ed*)
- \_\_\_\_\_ Computer Proficiency - passing score on the Basic Computer Skills Proficiency Test or credit for CIS 1026

**COB LOWER LEVEL CORE (2.0 average required)**

- \_\_\_\_\_ ACC 2100 (prereq: 24 EH)
- \_\_\_\_\_ ACC 2110 (prereq: min. grade of "C-" in ACC 2100)
- \_\_\_\_\_ ECO 2030 (*hours already counted 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
- \_\_\_\_\_ 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, grad audit and final semester of coursework)

**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**
- \_\_\_\_\_ **Full-time 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) - prereq: "C" in MKT 3050
- \_\_\_\_\_ MKT 3260 (Managing Distribution Channels) - prereq: "C" in MKT 3050
- \_\_\_\_\_ MKT 4610 (Consumer Behavior) - prereq: "C" in MKT 3050
- \_\_\_\_\_ MKT 4620 (Marketing Research) - prereq: "C" in MKT 3050, ECO 2200

**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: "C" in MKT 3050 (*on demand*)
- \_\_\_\_\_ MKT 4530-4549 (Selected Topics) - prereq: "C" in MKT 3050 (*on demand*)
- \_\_\_\_\_ MKT 4550 (International Marketing) - prereq: "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*)

**OTHER PREREQUISITE INFORMATION**

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.

In addition to other prerequisites, a minimum grade of "C" in ENG 3100 or BE 3340 is required prior to taking any 4000 level business courses.

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.

**TOTAL HOURS REQUIRED: 122** (91 sh major requirements/electives **PLUS** 44 sh Gen Ed requirements **MINUS** 13 sh of major requirements already counted in Gen Ed)