## 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** (min. grade of “C” required) (4 sh) (hours already counted in Gen Ed)
- **Computer Proficiency** - passing score on the Basic Computer Skills Proficiency Test or credit for CIS 1016 (min. grade of “C” required)

### COB LOWER LEVEL CORE (2.0 average required; Minimum grade of “C” required in each course)

- **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)
  - **ENG 3100** (prereq: ENG 2001 & 54 EH)
  - **BE 3340** (prereq: ENG 2001)
- **MKT 3050** (prereq: ECO 2030)
- **MKT 4530-4549** (Selected Topics - prereq: “C” in MKT 3050)
- **MKT 4100** (Marketing Management) - prerequisite: “C” in MKT 3050 (on demand)
- **MKT 4530-4549** (Selected Topics - prereq: “C” in MKT 3050 (on demand)
- **MKT 4550** (International Marketing) - prerequisite: “C” in MKT 3050

### ELECTIVES - MARKETING (3 s.h.) (cannot use MGT 3010 or FIN 3010)

- **MKT 3052** (Professional Selling) - prerequisite: “C” in MKT 3050
- **MKT 3210** (Retail Management) - prerequisite: “C” in MKT 3050 (on demand)
- **MKT 3230** (Business-to-Business Marketing) - prerequisite: “C” in MKT 3050 (on demand)
- **MKT 3530-3459** (Selected Topics - prerequisite: “C” in MKT 3450 (on demand)
- **MKT 3900** (Internship) - 6 s.h. - (3 s.h. to apply to COB elective) – prerequisite: “C” in MKT 3050, admission to the COB and permission of the Dept. Chair and the internship coordinator
- **MKT 4100** (Marketing Management) - prerequisite: “C” in MKT 3050 (on demand)
- **MKT 4530-4549** (Selected Topics - prerequisite: “C” in MKT 3050 (on demand)

### COLLEGE OF BUSINESS ELECTIVES (3000/4000 Level) (9 s.h.) (cannot use ACC 3050, 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)

**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)