

MARKETING (352A)
Fall 1997 – Summer 2004

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.

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.

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| <p>COB LOWER-LEVEL CORE (2.0 average)</p> <p>ACC 2100/1100 ____ (ND) (prereq: 24 sh) BUS 1050 ____ (W)(CD) CIS 1025/1026/2025 ____ (C (2-3 s.h.) ECO 2030 ____ ECO 2040 ____ (ND)(prereq: ECO2030) ECO 2100 ____ (ND)(prereq: Algebra or Calculus) LAW/FIN 2150 ____</p> <p>MATH 1030 ____ English Prof. ____ (C in Eng 1000)</p> | <p>ADDITIONAL CORE</p> <p>ACC 2110 ____ (ND)(prereq: C- in ACC 2110) CIS 2990/2050/3050 ____ (C)(W) (2-3 s.h.) ECO 2200 ____ (ND)(C)(prereq: ECO 2040 & 2100) FIN 3680 ____ (prereq : ACC 2100/1100 and MAT 1030/1110) MGT 3630 ____ MKT 3050 ____ (prereq : ECO 2030) POM 3650 ____ MGT 4750 ____ (W)(S) (prereq: All 2000/3000 level COB core, grad audits and senior standing)</p> | <p>Major Designators</p> <p>4 Writing (W) ____ 2 Speaking (S) ____ Com. Prof. (S) ____</p> <p>Other Designators</p> <p>2 Writing (W) ____ (Eng. 1000/1100 will count as 2 W) 4 Multi-cult. (MC) ____ (His 1101/1102 will count as 2 MC) 2 Numerical Data (ND) ____ 2 Computer (C) ____</p> <p>1 Cross-Disciplinary (CD) ____</p> |
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***** 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

ELECTIVES - MARKETING (3 s.h.)

- ___ MKT 3052 (Professional Selling)(S) - Prereq: "C" in MKT 3050
- ___ MKT 3210 (Retail Management) - Prereq: "C" in MKT 3050
- ___ MKT 3230 (Industrial Marketing) - Prereq: "C" in MKT 3050
- ___ 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) (6 s.h.)

FREE ELECTIVES (14 s.h.) 8 s.h. any level outside the COB
 6 s.h. 3000/4000-level - inside or outside the COB
