### Marketing – General Marketing Concentration (352B)

**Bachelor of Science in Business Administration (B.S.B.A.)**

**Fall 2016-Summer 2017**

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**General Education Requirements (44 sh) – the following 16 sh of major requirements can also count in the General Education Program:**

- RC 1000 and 2001 (6 sh) count towards the General Education Writing Across the Curriculum requirement
- MAT 1035 (3 sh) and 1 sh of ECO 2100 fulfill the General Education Quantitative Literacy requirement
- ECO 2030 and ECO 2040 (6 sh) count towards the General Education Liberal Studies Experience requirement

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**CoB Admission Requirements (27 sh)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>RC 1000</td>
<td>min. grade of “C” required (hours already counted in Gen Ed)</td>
</tr>
<tr>
<td>RC 2001</td>
<td>(prereq: RC/ENG 1000 &amp; UCO 1200) min. grade of “C” required (hours already counted in Gen Ed)</td>
</tr>
<tr>
<td>BUS 2000</td>
<td>(0 sh) – graded S/U (prereq: 24 earned hours)</td>
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<tr>
<td>ECO 2030</td>
<td>(prereq: ECO 2030)</td>
</tr>
<tr>
<td>ECO 2100</td>
<td>(prereq: MAT 1020, 1030, 1035 or 1110)</td>
</tr>
<tr>
<td>LAW 2150</td>
<td>(can subst. 2810 or 2820)</td>
</tr>
</tbody>
</table>

**CoB Lower Level Core (20.0 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
- ECO 2040 (prereq: ECO 2030)
- ECO 2100 (prereq: MAT 1020, 1030, 1035 or 1110)
- LAW 2150

**Additional CoB Core (25 sh) – (2.0 average required)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>BE 3340</td>
<td>(prereq: RC/ENG 2001) or ENG 3100 (prereq: RC/ENG 2001 &amp; 54 EH)</td>
</tr>
<tr>
<td>ECO 2200</td>
<td>(prereq: ECO 2100 or STT 2810 or STT 2820)</td>
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<tr>
<td>FIN 3680</td>
<td>(prereq: MAT 1030 or 1035 &amp; ACC 2100)</td>
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<tr>
<td>MGT 3630</td>
<td></td>
</tr>
<tr>
<td>MKT 3050</td>
<td>(prereq: ECO 2030)</td>
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<tr>
<td>SCM 3650</td>
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<tr>
<td>MGT 4750</td>
<td>(prereq: all 2000/3000 level “Additional CoB Core” and final semester of coursework)</td>
</tr>
<tr>
<td>BUS 4000</td>
<td>(1 sh) (Capstone Requirement) (prereq: all 2000/3000 “Additional CoB Core” and final semester of coursework)</td>
</tr>
</tbody>
</table>

**Global Issues Requirement**

- International business course (ACC 3590, ACC 4730; BUS 4065; CIS 3620; ECO 3410; ECO 3430, ECO 4640; ENT 3190, ENT 3600; FIN 3350, FIN 4750; FIN 4800; MGT 3670, MGT 3800; MGT 4550; SCM 3680, SCM 3690 and others upon approval)
- Business summer study abroad (minimum 3 sh)
- Semester long study abroad for credit
- Full-time 400-hour minimum international internship for credit
- Foreign language courses at or above the 3000 level

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**In Order to Graduate, Marketing Majors Must Achieve a Minimum Average GPA of 2.0 in the Following 21 Hours of Required and Elective 3000/4000-Level Marketing Courses.***

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**Marketing Major Common Core (6 sh)**

- MKT 4620 (Marketing Research) – prereq: “C” in MKT 3050, ECO 2200
- MKT 4650 (Strategic Marketing Management) – prereq: “C” in MKT 3050

**General Marketing Concentration Required Courses (9 sh)**

- MKT 3240 (Integrated Marketing Communications) – prereq: “C” in MKT 3050
- MKT 3260 (Managing Distribution Channels) - prereq: “C” in MKT 3050
- MKT 3270 (Consumer Behavior) - prereq: “C” in MKT 3050

**Electives – General Marketing Concentration (6 sh) – select two of the following:**

- MKT 3215 (Professional Selling) - prereq: “C” in MKT 3050
- MKT 3220 (Sales Management) - prereq: “C” in MKT 3050
- MKT 3280 (Business-to-Business Buyer Behavior) - prereq: “C” in MKT 3050
- MKT 3285 (Retail Management) - prereq: “C” in MKT 3050 (on demand)
- MKT 3290 (Services Marketing) - prereq: “C” in MKT 3050 (on demand)
- MKT 3295 (New Product Development and Branding) - prereq: “C” in MKT 3050 (on demand)
- MKT 3530-3549 (Selected Topics) - prereq: “C” in MKT 3050 (on demand)

**Marketing Internship** – MKT 3900 is a 3 or 6 s.h. course, but only 3 of these hours may apply to meeting the major elective requirement.

**or**

- MKT 3910* (Sales Internship) – MKT 3910 is a 3 or 6 s.h. course, but only 3 of these hours may apply to meeting the major elective requirement.

**Other Prerequisite Information**

- Students must have 54 hours to take 3000 level CoB core courses and 84 hours to take any 4000 level CoB course.
- In addition to other prerequisites, a minimum grade of “C” in a WID course is required prior to taking any 4000 level business courses.
- No more than five business courses at the 3000 level or above, including graduate-level courses, can be taken by students not admitted to the CoB.

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**College of Business Electives (3000/4000 Level) (6 sh) (cannot use FIN 3010 or MGT 3010)**

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**Free Electives (15 sh)** - 2 sh any level outside of the CoB (university requirement)

- 13 sh any level inside or outside of the CoB (cannot use ACC 1050, FIN 3010 or MGT 3010)

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Total hours required: 122 (94 sh major requirements/electives plus 44 sh Gen Ed requirements minus 16 sh of major requirements already counted in Gen Ed)

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Notes:

- Students may only count 3 sh of either MKT 3900 or MKT 3910 towards the marketing major electives. The internship cannot be the last credits earned.
- Students cannot be admitted to the CoB with any outstanding grades of “I”.
- ECO 2030 and ECO 2040 (6 sh) count towards the General Education Liberal Studies Experience requirement.
- MAT 1035, ECO 2030, ECO 2040, and one sh of ECO 2100 already count in Gen Ed.
- See www.advising.business.appstate.edu for link to test information.