

MARKETING – GENERAL MARKETING CONCENTRATION (352B)
Bachelor of Science in Business Administration (B.S.B.A.)
Fall 2016-Summer 2017

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

COB ADMISSION REQUIREMENTS (27 sh)

2.5 cumulative GPA (based on 12+ graded hours at ASU), 60 earned hours and completion of the following:

- _____ RC 1000 (min. grade of "C" required) (hours already counted in Gen Ed)
- _____ RC 2001 (prereq: RC/ENG 1000 & UCO 1200) (min. grade of "C" required) (hours already counted in Gen Ed)
- _____ MAT 1035* (3 sh) (min. grade of "C-" required)
- _____ BUS 2000 (0 sh) – graded S/U (prereq: 24 earned hours)
- _____ Computer Proficiency - passing score on the Basic Computer Skills Proficiency Test or credit for CIS 1026 (min. grade "C-" required)
See www.advising.business.appstate.edu for link to test information

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*
- _____ ECO 2040* (prereq: ECO 2030)
- _____ ECO 2100* (prereq: MAT 1020, 1030, 1035 or 1110) (can sub. STT 2810 or 2820)
- _____ LAW 2150

Students cannot be admitted to the COB with any outstanding grades of "I".
 *MAT 1035, ECO 2030, ECO 2040, and one sh of ECO 2100 already count in Gen Ed.

ADDITIONAL COB CORE (25 sh)

(2.0 average required)

- _____ BE 3340 (prereq: RC/ENG 2001) **or** ENG 3100 (prereq: RC/ENG 2001 & 54 EH) (Writing in the Discipline Requirement) (min. grade of "C" in BE 3340/ENG 3100 required to take 4000 level business courses)
- _____ CIS 2050
- _____ ECO 2200 (prereq: ECO 2100 or STT 2810 or STT 2820)
- _____ FIN 3680 (prereq: MAT 1030 or 1035 & ACC 2100)
- _____ MGT 3630
- _____ MKT 3050 (prereq: ECO 2030)
- _____ SCM 3650
- _____ **MGT 4750*** (prereq: all 2000/3000 level "Additional COB Core" and final semester of coursework)
- _____ **BUS 4000* (1 sh)** (Capstone Requirement) (prereq: all 2000/3000 "Additional COB Core" and final semester of coursework)

*A senior check and, for students graduating in the term in which these are taken, a graduation application, must be completed prior to registering for these courses.

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 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; MKT 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**

***** 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. *****

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*)
 - _____ MKT 3900* (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.
 - _____ MKT 4530-4549 (Selected Topics) - prereq: "C" in MKT 3050 (*on demand*)
 - _____ MKT 4550 (International Marketing) - prereq: "C" in MKT 3050
 - _____ MKT 4560 (Advanced Sales Techniques) - prereq: MKT 3215

*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.

COLLEGE OF BUSINESS ELECTIVES (3000/4000 Level) (6 sh) (cannot use FIN 3010 or MGT 3010)

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**)

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.