### 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, ECO 2100 fulfills 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
  - 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.

### GARBER MARKETING MAJOR COMMON CORE (6 s.h)

See www.advising.business.appstate.edu for link to test information.

### 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.
- 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)

- Additional COB Core (25 sh)
  - 2.0 average required
  - BUS 2200 (prereq: ECO 2100 or STT 2810)
  - BUS 2201 (prereq: ECO 2100 or STT 2820)
  - 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 fall 2018 and others upon approval.

### GLOBAL ISSUES REQUIREMENT

(Met within 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; 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

### 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.

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)