MARKETING – SALES CONCENTRATION (352C)
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 2200 or ECO 2400 (3 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 credit hours)
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)
(Coursework taken in the Discipline Requirement)
(min. grade of “C” in BUS 3410/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 3910* (Sales Internship) – MKT 3910 is a 3 or 6 sh course, but only 3 of these hours may apply to meeting any major elective requirement.

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

REQUIRED – SALES CONCENTRATION (6 sh)

MKT 3215 (Professional Selling) - prereq: “C” in MKT 3050
MKT 3220 (Sales Management) - prereq: “C” in MKT 3050

SALES CONCENTRATION ELECTIVE SET 1 (3 sh) – select one of the following:

MKT 3270 (Consumer Behavior) - prereq: “C” in MKT 3050
MKT 3280 (Business-to-Business Buyer Behavior) - prereq: “C” in MKT 3050

SALES CONCENTRATION ELECTIVE SET 2 (3 sh) – select one of the following:

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

MKT 4560 (Advanced Sales Techniques) – prereq: MKT 3215

SALES CONCENTRATION ELECTIVE SET 3 (3 sh) – select one of the following:

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 (if not counted in Elective Set 1)
MKT 3280 (Business-to-Business Buyer Behavior) - prereq: “C” in MKT 3050 (if not counted in Elective Set 1)
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 sh course, but only 3 of these hours may apply to meeting any major elective requirement.

or

MKT 3910* (Sales Internship) – (if not counted in Elective Set 2) MKT 3910 is a 3 or 6 sh course, but only 3 of these hours may apply to meeting any 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 (if not counted in Elective Set 2)

*Students may only count 3 s.h. 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)

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)