**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 as General Education Writing Across the Curriculum requirements
- MAT 1030/1110 (4 sh) counts as a General Education Quantitative Literacy requirement
- ECO 2030 and ECO 2040 (6 sh) counts as a General Education Liberal Studies Experience requirement

**COB ADMISSION REQUIREMENTS (28 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 1030 or 1110 (4 s.h) (min. grade of "C" required) (hours already counted in Gen Ed)
  - BUS 2000 (0 sh) (prereq: 24 earned hours)
  - Computer Proficiency - passing score on the Basic Computer Skills Proficiency Test or credit for CIS 1026 (min. grade "C" required)

**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 2040 (prereq: ECO 2030) (hours already counted in Gen Ed)
- ECO 2100 (prereq: MAT 1020, 1030 or 1110) (can sub. STT 2810 or 2820)
- LAW 2150

Students cannot be admitted to the COB with any outstanding grades of "I".

**ADDITIONAL COB CORE (25 sh)**

- 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 3140/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: ECO 2100 or MAT 1030 & ACC 2100)
- MGT 3630
- MKT 3050 (prereq: ECO 2030)
- POM 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)

- International business course (ACC 3590, ACC 4730, BUS 4540; ECO 3410, ECO 3430, ECO 4640; ENT 3190, ENT 3600; FIN 3350, FIN 4720, 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

** required to take 4000 level COB courses.

**ADDITIONAL REQUIREMENTS**

- International internship for credit
- Foreign language courses at or above the 3000 level
- No more than five 3000/4000 level COB courses can be taken by students not admitted to the COB.
- It is recommended that students take all 3000 COB core courses prior to taking 4000 level COB courses.

**REQUIRED - MARKETING (15 s.h.)

- MKT 3220 (Sales Management) - prereq: "C" in MKT 3050
- MKT 3240 (Integrated Marketing Communications) - prereq: "C" in MKT 3050
- MKT 3260 (Managing Distribution Channels) - prereq: "C" in MKT 3050
- MKT 4610 (Consumer Behavior) - prereq: "C" in MKT 3050
- MKT 4620 (Marketing Research) - prereq: "C" in MKT 3050, ECO 2200

**ELECTIVES - MARKETING (3 s.h.)

- MKT 3052 (Professional Selling) - prereq: "C" in MKT 3050
- MKT 3210 (Retail Management) - prereq: "C" in MKT 3050 (on demand)
- MKT 3230 (Business-to-Business Marketing) - prereq: "C" in MKT 3050 (on demand)
- MKT 3530-3549 (Selected Topics) - prereq: "C" in MKT 3050 (on demand)
- MKT 3900 (Internship) - 6 s.h. - (3 s.h. apply to MKT elective) – prereq: "C" in MKT 3050, admission to the COB and permission of the Dept. Chair and the internship coordinator
- MKT 4100 (Marketing Management) - prereq: "C" in MKT 3050 (on demand)
- MKT 4530-4549 (Selected Topics) - prereq: "C" in MKT 3050 (on demand)
- MKT 4550 (International Marketing) - prereq: "C" in MKT 3050

**COLLEGE OF BUSINESS ELECTIVES (3000/4000 Level) (9 s.h.) (cannot use MGT 3010 or FIN 3010)

**FREE ELECTIVES (14 s.h.) - 2 s.h. any level outside of the COB (university requirement)
- 6 s.h. any level inside or outside of the COB (cannot use ACC 1050, FIN 3010 or MGT 3010)
- 6 s.h. 3000/4000 level electives in or out of the COB (cannot use FIN 3010 or MGT 3010)

**TOTAL HOURS REQUIRED: 122 (91 sh major requirements/electives PLUS 44 sh Gen Ed requirements MINUS 13 sh of major requirements already counted in Gen Ed)