

MARKETING – GENERAL MARKETING CONCENTRATION (352B)
Bachelor of Science in Business Administration (B.S.B.A.)
Fall 2017 – Summer 2018

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.