

COLLEGE OF BUSINESS ADMINISTRATION

Major: Marketing
Effective Fall 2012

FRESHMAN			
Fall Semester		Spring Semester	
UNIV 110 The First-Year Experience	3	Scientific Concepts	4
ENGL 101 Composition	3	ENGL 102 or ENGL 211	3
MATH 132 Calc for Bus/Soc Sci ¹	3	Creative Expressions ⁴	3
CSCI 110 Enterprise Business Appl	3	Humanistic Concepts ⁵	3
Foreign Language ²	<u>3</u>	Human Health and Behavior ⁶	<u>3</u>
	<u>15</u>		<u>16</u>
SOPHOMORE			
Fall Semester		Spring Semester	
CBAD 201 Financial & Managerial Acct I	3	CBAD 202 Financial & Managerial Acct II	3
CBAD 291 Business Statistics	3	ECON 202 Microeconomics	3
ECON 201 Macroeconomics	3	CBAD 292 Prob. Solving/Dec. Making	3
POLI 201 or HIST 201	3	CBAD 120 Intro to Global Business ⁷	3
ENGL 290 Intro Business Comm ³	<u>3</u>	Humanistic Concepts ⁵	<u>3</u>
	<u>15</u>		<u>15</u>
JUNIOR			
Fall Semester		Spring Semester	
CBAD 301 Mgt & Organizations	3	CBAD 393 Mgt. Info. Systems	3
CBAD 350 Marketing	3	MKTG 351 Market Analysis	3
CBAD 363 Business Finance	3	MKTG 357 Marketing Research	3
CBAD 344 Legal Env of Business	3	CBAD 373 Business Integration/Application	3
General elective ⁹	<u>3</u>	General elective ⁹	<u>3</u>
	<u>15</u>		<u>15</u>
SENIOR			
Fall Semester		Spring Semester	
MKTG 458 Marketing Strategy	3	CBAD 478 Strategic Management	3
MKTG Selective⁸	3	CBAD 364 Operations Management	3
PHIL 318 Business Ethics	3	MKTG Selective⁸	3
General elective ⁹	3	General elective ⁹	3
General elective ⁹	<u>3</u>	General elective ⁹	<u>2</u>
	<u>15</u>		<u>14</u>

UPDATED 8/29/12

- (1) Students must take a math placement test. MATH 130/130I (with a grade of C or better) may be required prior to Math 132
- (2) Students must take a foreign language placement test. The results will require either 6 hours of a foreign language in sequence or 3 hours of a foreign language at the 130 level or higher.
- (3) Completion of ENGL 290 will also satisfy part B of the Effective Communication requirement within the core.
- (4) Choose from ARTH 105, ARTH 106, ARTH 107, ARTS 102, ENGL 201, MUS 110, MUS 257, MUS 258, THEA 101 or THEA 201
- (5) Choose course from two of the four fields of study (ENGL 205, ENGL 287, ENGL 288), (HIST 101, HIST 102, HIST 202), (PHIL 101 or PHIL 102), (THEA 130)
- (6) Choose from ECON 110, HPRO 121, EXSS 122, RSM 120, PSYC 101, SOC 101, WGST 103
- (7) Completion of CBAD 120 will also satisfy the Global Studies Awareness requirement within the core.
- (8) Choose between CBAD 401 (International Business) CBAD 451 (Retailing Management), CBAD 453 (Integrated Marketing Communications) or CBAD 454 (International Marketing), CBAD 455 (Personal Selling & Sales MGT)
- (9) These are free electives that may be selected from any college of the university including the College of Business (this includes foreign language at the 110, 111, or 120 levels and MATH 130 or 130I)

**FINAL RESPONSIBILITY FOR SATISFYING DEGREE REQUIREMENTS, AS OUTLINED
IN THE UNIVERSITY CATALOG, RESTS WITH THE STUDENT.**