

COLLEGE OF BUSINESS ADMINISTRATION

Major: Marketing

Effective Fall 2013

FRESHMAN			
Fall Semester		Spring Semester	
UNIV 110 The First-Year Experience	3	Scientific Concepts ⁴	4
ENGL 101 Composition	3	ENGL 102 or 211	3
MATH 132 Calc for Bus/Soc Sci ¹	3	Creative Expressions ⁴	3
CSCI 110 Enterprise Business Appl	3	Humanistic Concepts ⁴	3
Foreign Language ²	3	CBAD 120 Intro to Global Business ⁵	3
PDA 100 ³	<u>0</u>	PDA 100 ³	<u>0</u>
	15		16
SOPHOMORE			
Fall Semester		Spring Semester	
CBAD 201 Financial & Managerial Acct I ⁶	3	CBAD 202 Financial & Managerial Acct II ⁶	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	Human Health and Behavior ⁴	3
ENGL 290 Intro to Business Comm ⁴	3	Humanistic Concepts ⁴	3
PDA 100 ³	<u>0</u>	PDA 100 ³	<u>0</u>
	15		15
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 ⁷	3	General elective ⁷	3
PDA 100	<u>0</u>	PDA 100	<u>0</u>
	15		15
SENIOR			
Fall Semester		Spring Semester	
MKTG 458 Marketing Strategy	3	CBAD 478 Strategic Management	3
MKTG Selective⁶	3	CBAD 364 Operations Management	3
MKTG Selective⁶	3	MKTG Selective⁶	3
PHIL 318 Business Ethics	3	General elective ⁷	3
General elective ⁷	3	General elective ⁷	2
General elective ⁷	3	PDA 100	<u>0</u>
PDA 100	<u>0</u>		14
	18		

Updated 6/28/13

- (1) Students must take a math placement test. MATH 130/130I (with a C or better) may be required prior to MATH 132
- (2) Students have the option to 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) In addition to enrolling in PDA 100: Building Your Business Portfolio every semester, all business majors must complete 9 approved Professional Development Activities (PDAs) as part of their graduation requirement. A list of approved PDAs can be found at www.coastal.edu/business.
- (4) **Please see reverse side for University Core Curriculum.** You will see what classes will satisfy each requirement.
- (5) Completion of CBAD 120 will also satisfy the Global Studies Awareness requirement within the core.
- (6) 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)
- (7) 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.