

COLLEGE OF BUSINESS ADMINISTRATION

Major: Marketing

Fall 2015

FRESHMAN			
Fall Semester		Spring Semester	
UNIV 110B The First-Year Experience	3	MATH 132 Calc Bus/Soc Sci (Core) ¹	3
ENGL 101 Composition (Core) ¹	4	ENGL 102 Composition and Critical Reading (Core) ¹	4
MATH 130I College Algebra (if needed)	3	CBAD 120 Intro to Global Business (Core) ¹	3
CSCI 110 Enterprise Business Appl	3	Structure and Development of the US (Core) ¹	3
Humanistic Concepts (Core) ¹	3	Human Health and Behavior (Core) ¹	<u>3</u>
Professional Development Activities (PDAs) ²	<u>0</u>		16
	16		
SOPHOMORE			
Fall Semester		Spring Semester	
CBAD 201 Financial Accounting	3	CBAD 202 Managerial Accounting	3
ECON 201 Macroeconomics	3	ECON 202 Microeconomics	3
CBAD 291 Business Statistics	3	CBAD 292 Decision Analysis	3
Scientific Concepts (Core) ¹	4	Foreign Language (Core) ¹	<u>5</u>
General elective ³	<u>2</u>		14
	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
Creative Expression (Core) ¹	<u>3</u>	Humanistic Concepts (Core) ¹	<u>3</u>
	15		15
SENIOR			
Fall Semester		Spring Semester	
MKTG 458 Marketing Strategy	3	CBAD 478 Strategic Management	3
MKTG Selective⁴	3	CBAD 364 Operations Management	3
MKTG Selective⁴	3	MKTG Selective⁴	3
ENGL 290 / CBAD 290 Business Comm (Core) ¹	3	PHIL 318 Business Ethics	3
General elective ³	<u>3</u>	General elective ³	<u>2</u>
	15		14

Updated 7/20/15

- (1) **Please see reverse side for University Core Curriculum Recommendations.** You will see what classes will satisfy each requirement.
- (2) All business majors must complete 12 approved Professional Development Activities (PDAs) as part of their graduation requirement – 2 per semester is recommended. A list of approved PDAs can be found at <http://coastal.edu/business/professionaldevelopmentactivitiespdas/workshops.html>.
- (3) These are free electives that may be selected from any college of the university including the College of Business.
- (4) Choose between CBAD 401 (International Business), MKTG 450 (Advertising), MKTG 451 (Retailing Management), MKTG 452 (Social Media Marketing Class), MKTG 453 (Integrated Marketing Communications), MKTG 454 (International Marketing), or MKTG 455 (Personal Selling & Sales Management).

- Study abroad opportunities available at all levels. Please contact Yoav Wachsman (yoav@coastal.edu) at least one semester prior to anticipated travel.
- Internships available sophomore-senior levels. Please contact Ms. Ellen Hayward (eeryan@coastal.edu) to discuss requirements and internship procedures.

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

WALL COLLEGE OF BUSINESS RECOMMENDED CORE CURRICULUM SELECTIONS FALL 2015-2016

Requirements for Admission to the Wall College of Business	Communication CORE	Mathematical Concepts CORE	Scientific Concepts CORE	Humanistic Concepts CORE	Cultures, Languages, Social Structures CORE	Structure and Development of United States CORE	Human Health and Behavior CORE	Creative Expression CORE
45+ credit hours	11 credit hours 3 classes	3 credit hours 1 class	4 credit hours 1 class with lab	6 credit hours 2 classes	8 credit hours 2 classes	3 credit hours 1 class	3 credit hours 1 class	3 credit hours 1 class
<ul style="list-style-type: none"> • Minimum GPA of 2.25 • 45 Hours of Coursework Completed <p>AND</p> <p>Grade of “C” or better in:</p> <ul style="list-style-type: none"> • ENGL 101 • CBAD 120 • CBAD 201 • ECON 201 OR ECON 202 • MATH 132 OR MATH 160 • CSCI 110 	<ul style="list-style-type: none"> • ENGL 101 • ENGL 102 • ENGL 290/ CBAD 290 <p>Already incorporated on reverse side.</p>	<p>MATH 132 Already incorporated on reverse side.</p> <p>(Prerequisite: MATH 130 (I) OR appropriate score on math placement test.)</p>	<p>Choose one lecture with corresponding lab:</p> <ul style="list-style-type: none"> • ANTH 101/L • ASTR 101/L • BIOL 101/L • CHEM 101/L • MSCI 101/L • PHYS 103/L • SCIE 101/L 	<p>Choose 1 Course from 2 of 5 fields below:</p> <p>Communication:</p> <ul style="list-style-type: none"> • COMM 150 <p>English:</p> <ul style="list-style-type: none"> • ENGL 205 • ENGL 231 <p>History:</p> <ul style="list-style-type: none"> • HIST 101 • HIST 102 • HIST 200 • HIST 202 <p>Honors:</p> <ul style="list-style-type: none"> • HONR 201** <p>Philosophy:</p> <ul style="list-style-type: none"> • PHIL 101 • PHIL 102 <p>Theatre:</p> <ul style="list-style-type: none"> • THEA 130 	<p>Must include Both Part A and Part B</p> <p>Part A – Foreign Language</p> <ul style="list-style-type: none"> • FREN 115 • GERM 115 • ITAL 115 • SPAN 115 <p>OR by score on placement test:</p> <ul style="list-style-type: none"> • FREN 130 • GERM 130 • ITAL 130 • SPAN 130 <p>Part B – Global Studies Awareness</p> <ul style="list-style-type: none"> • CBAD 120 Already incorporated on reverse side. 	<p>Choose One:</p> <ul style="list-style-type: none"> • HIST 201 • POLI 201 	<p>Choose One:</p> <ul style="list-style-type: none"> • ECON 110 • EXSS 122 • HONR 202** • HPRO 121 • RSM 120 • PSYC 101 • SOC 101 • UNIV 122 • WGST 103 	<p>Choose One:</p> <p>Part A:</p> <ul style="list-style-type: none"> • ARTH 105 • ARTH 106 • ARTH 107 • MUS 110 • MUS 257 • MUS 258 • THEA 101 • THEA 201 <p>Part B:</p> <ul style="list-style-type: none"> • ARTS 102 • ENGL 201 • MUS 124A* • MUS 125* • MUS 125C* • MUS 134* • MUS 207 <p>*These are 1 credit and are repeatable up to 3 credit hours to meet core requirement</p>

Updated: 6/8/15

Used for Wall College of Business Advising purposes. For the complete University Core Curriculum go to <http://www.coastal.edu/academics/catalog/>

**For students in Honors Program only.