# COLLEGE OF BUSINESS ADMINISTRATION

**Major: Marketing**

**Fall 2016**

## FRESHMAN

<table>
<thead>
<tr>
<th>Fall Semester</th>
<th>Spring Semester</th>
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</thead>
<tbody>
<tr>
<td>☐ UNIV 110B The First-Year Experience</td>
<td>☐ MATH 132 Calc for Bus/Soc Sci (Core)¹</td>
</tr>
<tr>
<td>☐ ENGL 101 Composition (Core)²</td>
<td>☐ ENGL 102 Composition and Critical Reading (Core)¹</td>
</tr>
<tr>
<td>☐ MATH 130 College Algebra (if needed)</td>
<td>☐ CBAD 120 Intro to Global Business (Core)¹</td>
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<tr>
<td>☐ CSCI 110 Enterprise Business Appl</td>
<td>☐ Structure and Development of the US (Core)¹</td>
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<tr>
<td>☐ Humanistic Concepts (Core)¹</td>
<td>☐ Human Health and Behavior (Core)¹</td>
</tr>
<tr>
<td>☐ Professional Development Activities²</td>
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## SOPHOMORE

<table>
<thead>
<tr>
<th>Fall Semester</th>
<th>Spring Semester</th>
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<tbody>
<tr>
<td>☐ CBAD 201 Financial Accounting</td>
<td>☐ CBAD 202 Managerial Accounting</td>
</tr>
<tr>
<td>☐ ECON 201 Macroeconomics</td>
<td>☐ ECON 202 Microeconomics</td>
</tr>
<tr>
<td>☐ CBAD 291 Business Statistics</td>
<td>☐ CBAD 292 Decision Analysis</td>
</tr>
<tr>
<td>☐ Scientific Concepts (Core)¹</td>
<td>☐ Foreign Language (Core)¹</td>
</tr>
<tr>
<td>☐ General elective¹</td>
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## JUNIOR

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<thead>
<tr>
<th>Fall Semester</th>
<th>Spring Semester</th>
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<tbody>
<tr>
<td>☐ CBAD 301 Mgt. &amp; Organizations</td>
<td>☐ CBAD 393 Mgt. Info. Systems</td>
</tr>
<tr>
<td>☐ CBAD 350 Marketing</td>
<td>☐ MKTG 351 Market Analysis</td>
</tr>
<tr>
<td>☐ CBAD 363 Business Finance</td>
<td>☐ MKTG 357 Market Research</td>
</tr>
<tr>
<td>☐ CBAD 344 Legal Env. of Business</td>
<td>☐ CBAD 373 Business Integration/Application</td>
</tr>
<tr>
<td>☐ Creative Expression (Core)¹</td>
<td>☐ Humanistic Concepts (Core)¹</td>
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## SENIOR

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<thead>
<tr>
<th>Fall Semester</th>
<th>Spring Semester</th>
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<tbody>
<tr>
<td>☐ MKTG 458 Marketing Strategy</td>
<td>☐ CBAD 478 Strategic Management</td>
</tr>
<tr>
<td>☐ MKTG Selective³</td>
<td>☐ CBAD 364 Operations Mgt.</td>
</tr>
<tr>
<td>☐ MKTG Selective³</td>
<td>☐ MKTG Selective³</td>
</tr>
<tr>
<td>☐ ENGL 290 / CBAD 290 Business Comm (Core)¹</td>
<td>☐ PHIL 318 Business Ethics</td>
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<tr>
<td>☐ General Elective³</td>
<td>☐ General Elective³</td>
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Updated 6/29/16

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1. **Please see reverse side for University Core Curriculum Recommendations.** You will see what classes will satisfy each requirement on page 2. Complete list of options available on your program evaluation.

2. As part of the graduation requirement, students are required to complete twelve (12) approved Professional Development Activities (PDAs), six of which must fall into the following categories: (1) Majors and Careers in Business, (2) Experiential Learning, (3) Leadership, (4) Building a Professional Profile, (5) Interviewing Skills, and (6) Transitioning to the Profession. A list of approved PDAs can be found at www.coastal.edu/business/pda.

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), MKTG 453 (Integrated Marketing Communications), MKTG 454 (International Marketing), or MKTG 455 (Personal Selling & Sales Management or MKTG 497 (Marketing Internship)).

- 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.

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**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 2016-2017

<table>
<thead>
<tr>
<th>Requirements for Admission to the Wall College of Business</th>
<th>Communication CORE</th>
<th>Mathematical Concepts CORE</th>
<th>Scientific Concepts CORE</th>
<th>Humanistic Concepts CORE</th>
<th>Cultures, Languages, Social Structures CORE</th>
<th>Structure and Development of United States CORE</th>
<th>Human Health and Behavior CORE</th>
<th>Creative Expression CORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>45+ credit hours</td>
<td>11 credit hours</td>
<td>3 credit hours</td>
<td>4 credit hours</td>
<td>6 credit hours</td>
<td>8 credit hours</td>
<td>3 credit hours</td>
<td>3 credit hours</td>
<td>3 credit hours</td>
</tr>
<tr>
<td>4 classes</td>
<td>1 class</td>
<td>1 class with lab</td>
<td>2 classes</td>
<td>2 classes</td>
<td>2 classes</td>
<td>1 class</td>
<td>1 class</td>
<td>1 class</td>
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- **Minimum GPA of 2.25**
- **45 Hours of Coursework Completed**
- **AND Grade of “C” or better in:**
  - ENGL 101
  - CBAD 120
  - CBAD 201
  - ECON 201 OR ECON 202
  - MATH 132 OR MATH 160
  - CSCI 110

- Communication CORE
  - ENGL 101
  - ENGL 102
  - ENGL 290/CBAD 290
  - MATH 132
  - ANTH 101/L
  - ASTR 101/L
  - BIOL 101/L
  - CHEM 101/L
  - MSC1 101/L
  - PHYS 103/L
  - SCIE 101/L

- Mathematical Concepts CORE
  - Choose one lecture and corresponding lab:
    - MATH 132
    - MATH 160
    - CSCI 110

- Scientific Concepts CORE
  - Choose one lecture and corresponding lab:
    - ANTH 101/L
    - ASTR 101/L
    - BIOL 101/L
    - CHEM 101/L
    - MSC1 101/L
    - PHYS 103/L
    - SCIE 101/L

- Humanistic Concepts CORE
  - Choose 1 Course from 2 of 5 fields below:
    - COMM 150
    - DCD 100
    - English: ENGL 205, ENGL 231
    - History: HIST 101, HIST 102, HIST 200, HIST 202
    - Honors: HONR 201**
    - Philosophy: PHIL 101, PHIL 102
    - Theatre: THEA 130

- Cultures, Languages, Social Structures CORE
  - Must include Both Part A and Part B

- Structure and Development of United States CORE
  - Choose One:
    - HIST 201
    - POLI 201

- Human Health and Behavior CORE
  - Choose One:
    - ECON 110
    - EXSS 122
    - HONR 202**
    - HPRO 121
    - RSM 120
    - PSYC 101
    - SOC 101
    - UNIV 122
    - WGST 103

- Creative Expression CORE
  - Choose One:
    - Part A:
      - ARTH 105
      - ARTH 106
      - ARTH 107
      - ARTH 110
      - MUS 207
      - MUS 257
      - MUS 258
      - THEA 101
      - THEA 201
    - Part B:
      - ARTS 102
      - DCD 200
      - ENGL 201
      - MUS 124A*
      - MUS 125*
      - MUS 125C*
      - MUS 134*

*These are 1 credit and are repeatable up to 3 credit hours to meet core requirement.

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

**For students in Honors Program only.**

Updated: 6/29/2016