

COLLEGE OF BUSINESS ADMINISTRATION

Major: Marketing

Fall 2016

FRESHMAN			
Fall Semester		Spring Semester	
<input type="checkbox"/> UNIV 110B The First-Year Experience	3	<input type="checkbox"/> MATH 132 Calc for Bus/Soc Sci (Core) ¹	3
<input type="checkbox"/> ENGL 101 Composition (Core) ¹	4	<input type="checkbox"/> ENGL 102 Composition and Critical Reading (Core) ¹	4
<input type="checkbox"/> MATH 130I College Algebra (if needed)	3	<input type="checkbox"/> CBAD 120 Intro to Global Business (Core) ¹	3
<input type="checkbox"/> CSCI 110 Enterprise Business Appl	3	<input type="checkbox"/> Structure and Development of the US (Core) ¹	3
<input type="checkbox"/> Humanistic Concepts (Core) ¹	3	<input type="checkbox"/> Human Health and Behavior (Core) ¹	<u>3</u>
<input type="checkbox"/> Professional Development Activities ²	<u>0</u>		16
	16		
SOPHOMORE			
Fall Semester		Spring Semester	
<input type="checkbox"/> CBAD 201 Financial Accounting	3	<input type="checkbox"/> CBAD 202 Managerial Accounting	3
<input type="checkbox"/> ECON 201 Macroeconomics	3	<input type="checkbox"/> ECON 202 Microeconomics	3
<input type="checkbox"/> CBAD 291 Business Statistics	3	<input type="checkbox"/> CBAD 292 Decision Analysis	3
<input type="checkbox"/> Scientific Concepts (Core) ¹	4	<input type="checkbox"/> Foreign Language (Core) ¹	<u>5</u>
<input type="checkbox"/> General elective ³	<u>2</u>		14
	15		
JUNIOR			
Fall Semester		Spring Semester	
<input type="checkbox"/> CBAD 301 Mgt. & Organizations	3	<input type="checkbox"/> CBAD 393 Mgt. Info. Systems	3
<input type="checkbox"/> CBAD 350 Marketing	3	<input type="checkbox"/> MKTG 351 Market Analysis	3
<input type="checkbox"/> CBAD 363 Business Finance	3	<input type="checkbox"/> MKTG 357 Market Research	3
<input type="checkbox"/> CBAD 344 Legal Env. of Business	3	<input type="checkbox"/> CBAD 373 Business Integration/Application	3
<input type="checkbox"/> Creative Expression (Core) ¹	<u>3</u>	<input type="checkbox"/> Humanistic Concepts (Core) ¹	<u>3</u>
	15		15
SENIOR			
Fall Semester		Spring Semester	
<input type="checkbox"/> MKTG 458 Marketing Strategy	3	<input type="checkbox"/> CBAD 478 Strategic Management	3
<input type="checkbox"/> MKTG Selective⁴	3	<input type="checkbox"/> CBAD 364 Operations Mgt.	3
<input type="checkbox"/> MKTG Selective⁴	3	<input type="checkbox"/> MKTG Selective⁴	3
<input type="checkbox"/> ENGL 290 / CBAD 290 Business Comm (Core) ¹	3	<input type="checkbox"/> PHIL 318 Business Ethics	3
<input type="checkbox"/> General Elective ³	3	<input type="checkbox"/> General Elective ³	<u>2</u>
	15		14

Updated 6/29/16

- (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 Wachsmann (yoav@coastal.edu) at least one semester prior to anticipated travel.
- Internships available sophomore-senior levels. Please contact Ms. Ellen Hayward (ceryan@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 2016-2017

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 style="text-align: center;">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 math placement.)</p>	<p>Choose one lecture and 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>Digital Culture and Design:</p> <ul style="list-style-type: none"> • DCD 100 <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>Now Offered:</p> <ul style="list-style-type: none"> • RUSS 110 and 120 <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 <p>Already incorporated on reverse side.</p>	<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 • ARTH 110 • MUS 110 • MUS 207 • MUS 257 • MUS 258 • THEA 101 • THEA 201 <p>Part B:</p> <ul style="list-style-type: none"> • ARTS 102 • DCD 200 • ENGL 201 • MUS 124A* • MUS 125* • MUS 125C* • MUS 134* <p>*These are 1 credit and are repeatable up to 3 credit hours to meet core requirement</p>

Updated: 6/29/2016

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.