

COLLEGE OF BUSINESS ADMINISTRATION
Marketing
Catalog Year 2023

FRESHMAN

FALL SEMESTER				SPRING SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
<input type="checkbox"/> UNIV 110B The First-Year Experience	3	C		<input type="checkbox"/> Computer Science elective course (CSCI 110, CSCI 120, CSCI 135, DCD 102, DCD 201, or GEOG 204)	3	C	
<input type="checkbox"/> ENGL 101 Composition	4	C		<input type="checkbox"/> ENGL 102 Composition and Critical Reading	4	C	ENGL 101
<input type="checkbox"/> Humanistic Thought (Core) ¹	3	D		<input type="checkbox"/> Humanistic Thought (Core) ¹	3	D	
<input type="checkbox"/> MATH 138 Mathematics Apps in Business (or MATH 132 or MATH 160)	3	C		<input type="checkbox"/> CBAD 120 Intro to Global Business (required for business majors, also completes the Human and Social Behavior Core requirement)	3	C	
<input type="checkbox"/> Artistic Expression (Core) ¹	3	D		<input type="checkbox"/> Human and Social Behavior (Core) ¹	3	D	
PDA Career Exploration (Required)				*PDA* Online Presence (Required)			
PDA Resume Development (Required)	16			*PDA* Career Exploration (Elective)	16		

SOPHOMORE

FALL SEMESTER				SPRING SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
<input type="checkbox"/> CBAD 201 Financial Accounting	3	C	UNIV 110	<input type="checkbox"/> CBAD 202 Managerial Accounting	3	C	CBAD 201
<input type="checkbox"/> ECON 201 Macroeconomics	3	C	UNIV 110, Math 138, 24 Credit HRS	<input type="checkbox"/> ECON 202 Microeconomics	3	C	UNIV 110, Math 138, 24 Credit HRS
<input type="checkbox"/> ENGL 290/CBAD 290 Business Comm	3	C		<input type="checkbox"/> CBAD 350 Marketing	3	C	
<input type="checkbox"/> Scientific Concepts (Core) ¹	4	D		<input type="checkbox"/> Communication Across Cultures (Core) ¹	5	D	
<input type="checkbox"/> General Elective ³	3	D					
PDA Leadership & Communication (Required)				*PDA* Practical Experience (Elective)			
PDA Interviewing Skills (Required)	16			*PDA* Online Presence (Elective)	14		

JUNIOR

FALL SEMESTER				SPRING SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
<input type="checkbox"/> CBAD 291 Business Statistics	3	C	UNIV 110 and MATH 138, MATH 130, MATH 130B, MATH 132, or higher	<input type="checkbox"/> CBAD 292 Decision Analysis	3	C	CBAD 291
<input type="checkbox"/> CBAD 301 Mgt. & Organizations	3	C		<input type="checkbox"/> CBAD 363 Business Finance OR FIN 301	3	C	CBAD: 201,291, ECON 201, MATH 138
<input type="checkbox"/> CBAD 344 Legal Env. of Business	3	C	54 Credit Hours	<input type="checkbox"/> CBAD 393 Mgt. Info. Systems. OR ACCT 336	3	C	CSCI 110, CBAD 301
<input type="checkbox"/> MKTG 351 Market Analysis	3	C	CBAD 350	<input type="checkbox"/> MKTG 357 Market Research	3	C	CBAD: 350, 291
<input type="checkbox"/> HIST 201/ POLI 201 American Gov.	3	D		<input type="checkbox"/> General Elective ³	3	D	
PDA Resume Development (Elective)				*PDA* Practical Experience (Required)			
PDA Leadership & Communication (Elective)	15			*PDA* Interviewing Skills (Elective)	15		

SENIOR

FALL SEMESTER				SPRING SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
<input type="checkbox"/> MKTG 458 Marketing Strategy	3	C	MKTG: 351, 357	<input type="checkbox"/> CBAD 478 Strategic Management	3	C	Prereq: CBAD: 301, 350, 363, 373
<input type="checkbox"/> MKTG Selective ⁴	3	C		<input type="checkbox"/> MKTG Selective ⁴	3	C	
<input type="checkbox"/> CBAD 364 Operations Mgt.	3	C	Prereq: CBAD 292 Coreq: CBAD 301	<input type="checkbox"/> MKTG Selective ⁴	3	C	
<input type="checkbox"/> CBAD 373 Business Integration/Application	3	C	Prereq: ECON 202, CBAD 202 Coreq: CBAD: 292, 301, 350, 363	<input type="checkbox"/> PHIL 318 Business Ethics	3	C	
<input type="checkbox"/> General Elective ³	3	D		<input type="checkbox"/> General Elective ³	1	D	
PDA Resume Development (Elective)				**Make sure all PDA's are complete!**			
PDA Online Presence (Elective)	15			***Graduation***	13		

1. Please see your program evaluation for University Core Curriculum Recommendations.

2. Complete list of options available on your program evaluation. 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) Career Exploration, (2) Practical Experience, (3) Leadership & Communication, (4) Online Presence, (5) Interviewing Skills, and (6) Resume Development. A list of approved PDAs can be found at www.coastal.edu/business/pda. **ELECTIVE PDAS CAN BE REPLACE BY ANY PDA CATEGORY**

3. **General Elective:** These are free electives that may be selected from any college of the university including the Wall College of Business.

4. **MKTG Selective:** Choose between CBAD 401, MKTG 450, MKTG 451, MKTG 452, MKTG 453, MKTG 454, MKTG 455, MKTG 456, or MKTG 497. Alternative course may be approved by department chair.

- Study abroad opportunities available at all levels. Please contact Dr. Monica Fine (mfine@coastal.edu) at least one semester prior to anticipated travel.
- Internships are available at sophomore-senior levels. Please contact 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.