

**WALL COLLEGE OF BUSINESS ADMINISTRATION**

**Degree in Three Plan**

**Major: Marketing**

**Catalog Year 2021**

FIRST YEAR											
FALL SEMESTER				SPRING SEMESTER				SUMMER SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
<input type="checkbox"/> UNIV 110B First-Year Experience	3	C		<input type="checkbox"/> MATH 138 Mathematics Apps in Business (or MATH 132 or MATH 160)	3	C		<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"/> ENGL 101 Composition (Core) <sup>1</sup>	4	C		<input type="checkbox"/> ENGL 102 Critical Reading (Core) <sup>1</sup>	4	C	ENGL 101	<input type="checkbox"/> CBAD 301 Mgt. & Organizations	3	C	
<input type="checkbox"/> Humanistic Thought (Core) <sup>1</sup>	3	D		<input type="checkbox"/> CBAD 120 Intro to Global Business	3	C		<input type="checkbox"/> ECON 201 Macroeconomics	3	C	UNIV 110, MATH 130I or MATH 132, 24 HRS
<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"/> CBAD 201 Financial Accounting	3	C	UNIV 110	<input type="checkbox"/> HIST 201/ POLI 201 US Gov.	3	D	
<input type="checkbox"/> Human and Social Behavior (Core) <sup>1</sup>	3	D		<input type="checkbox"/> Scientific Concepts (Core) <sup>1</sup>	4	D		*Continue working on PDA categories!	12		
*Begin working on PDA categories!	16			*Continue working on PDA categories!	17						
SECOND YEAR											
FALL SEMESTER				SPRING SEMESTER				SUMMER SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
<input type="checkbox"/> CBAD 350 Marketing	3	C		<input type="checkbox"/> MKTG 351 Market Analysis	3	C	CBAD 350	<input type="checkbox"/> ENGL 290/CBAD 290 Business Comm	3	C	
<input type="checkbox"/> CBAD 292 Decision Analysis	3	C	CBAD 291	<input type="checkbox"/> MKTG 357 Market Research	3	C	CBAD: 350, 291	<input type="checkbox"/> PHIL 318 Business Ethics	3	C	
<input type="checkbox"/> ECON 202 Microeconomics	3	C	UNIV 110, Math 138, 24 Credit HRS	<input type="checkbox"/> CBAD 363 Business Finance <i>OR</i> FIN 301	3	C	CBAD 201,291, ECON 201, MATH 138	<input type="checkbox"/> MKTG Selective <sup>4</sup>	3	C	
<input type="checkbox"/> CBAD 393 Mgt. Info. Systems. <i>OR</i> ACCT 336	3	C	CBAD 301, CSCI 110	<input type="checkbox"/> CBAD 344 Legal Env. of Business	3	C	54 Credit Hours	<input type="checkbox"/> General Elective <sup>3</sup>	3	D	
<input type="checkbox"/> CBAD 202 Managerial Accounting	3	C	CBAD 201	<input type="checkbox"/> Communication Across Cultures (Core) <sup>1</sup>	5	D			12		
*Continue working on PDA categories!	15			*Continue working on PDA categories!	17						
THIRD YEAR											
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 Coreq: CBAD 364				
<input type="checkbox"/> CBAD 364 Operations Mgt.	3	C	Prereq: CBAD 292 Coreq: CBAD 301	<input type="checkbox"/> Humanistic Thought (Core) <sup>1</sup>	3	D					
<input type="checkbox"/> MKTG Selective <sup>4</sup>	3	C		<input type="checkbox"/> Artistic Expression (Core) <sup>1</sup>	3	D					
<input type="checkbox"/> General Elective <sup>3</sup>	3	D		<input type="checkbox"/> MKTG Selective <sup>4</sup>	3	C					
<input type="checkbox"/> CBAD 373 Business Integration/Appl.	3	C	Prereq: ECON 202, CBAD 202 Coreq: CBAD: 292, 301, 350, 363	<input type="checkbox"/> General Elective <sup>3</sup>	1	D					
				<input type="checkbox"/> General Elective	3	D					
**Finish remaining PDAs (and categories)! **Apply for graduation!	15			***Graduation***	16						

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) 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](http://www.coastal.edu/business/pda).

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

- Study abroad opportunities available at all levels. Please contact Dr. Yoav Wachsmann ([yoav@coastal.edu](mailto:yoav@coastal.edu)) at least one semester prior to anticipated travel.
- Internships available sophomore-senior levels. Please contact Ms. Ellen Hayward ([eeryan@coastal.edu](mailto: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.**