

**COLLEGE OF BUSINESS ADMINISTRATION**  
**Major: Marketing**  
**Fall 2017**

FRESHMAN			
Fall Semester		Spring Semester	
<input type="checkbox"/> UNIV 110B The First-Year Experience	3	<input type="checkbox"/> MATH 138 Mathematics Apps in Business (Core) <sup>1</sup>	3
<input type="checkbox"/> ENGL 101 Composition (Core) <sup>1</sup>	4	<input type="checkbox"/> ENGL 102 Composition and Critical Reading (Core) <sup>1</sup>	4
<input type="checkbox"/> Humanistic Thought (Core) <sup>1</sup>	3	<input type="checkbox"/> CBAD 120 Intro to Global Business (Core) <sup>1</sup>	3
<input type="checkbox"/> CSCI 110 Enterprise Business Appl	3	<input type="checkbox"/> Humanistic Thought (Core) <sup>1</sup>	3
<input type="checkbox"/> Artistic Expression (Core) <sup>1</sup>	3	<input type="checkbox"/> Human and Social Behavior (Core) <sup>1</sup>	<u>3</u>
<input type="checkbox"/> Professional Development Activities <sup>2</sup>	<u>0</u>		16
	16		
SOPHOMORE			
Fall Semester		Spring Semester	
<input type="checkbox"/> <a href="#">CBAD 201 Financial Accounting</a>	3	<input type="checkbox"/> <a href="#">CBAD 202 Managerial Accounting</a>	3
<input type="checkbox"/> <a href="#">ECON 201 Macroeconomics</a> (Core) <sup>1</sup>	3	<input type="checkbox"/> <a href="#">ECON 202 Microeconomics</a>	3
<input type="checkbox"/> <a href="#">CBAD 291 Business Statistics</a>	3	<input type="checkbox"/> <a href="#">CBAD 292 Decision Analysis</a>	3
<input type="checkbox"/> Scientific Concepts (Core) <sup>1</sup>	4	<input type="checkbox"/> Communication Across Cultures (Core) <sup>1</sup>	<u>5</u>
<input type="checkbox"/> General Elective <sup>3</sup>	<u>2</u>		14
	15		
JUNIOR			
Fall Semester		Spring Semester	
<input type="checkbox"/> <a href="#">CBAD 301 Mgt. &amp; Organizations</a>	3	<input type="checkbox"/> CBAD 393 Mgt. Info. Systems	3
<input type="checkbox"/> <a href="#">CBAD 350 Marketing</a>	3	<input type="checkbox"/> <a href="#">MKTG 351 Market Analysis</a>	3
<input type="checkbox"/> <a href="#">CBAD 363 Business Finance</a>	3	<input type="checkbox"/> <a href="#">MKTG 357 Market Research</a>	3
<input type="checkbox"/> <a href="#">CBAD 344 Legal Env. of Business</a>	3	<input type="checkbox"/> <a href="#">CBAD 373 Business Integration/Application</a>	3
<input type="checkbox"/> HIST 201/ POLI 201 American Gov. (Core) <sup>1</sup>	<u>3</u>	<input type="checkbox"/> General Elective <sup>3</sup>	<u>3</u>
	15		15
SENIOR			
Fall Semester		Spring Semester	
<input type="checkbox"/> <a href="#">MKTG 458 Marketing Strategy</a>	3	<input type="checkbox"/> <a href="#">CBAD 478 Strategic Management</a>	3
<input type="checkbox"/> <a href="#">MKTG Selective</a> <sup>4</sup>	3	<input type="checkbox"/> <a href="#">CBAD 364 Operations Mgt.</a>	3
<input type="checkbox"/> <a href="#">MKTG Selective</a> <sup>4</sup>	3	<input type="checkbox"/> <a href="#">MKTG Selective</a> <sup>4</sup>	3
<input type="checkbox"/> ENGL 290 / CBAD 290 Business Comm (Core) <sup>1</sup>	3	<input type="checkbox"/> PHIL 318 Business Ethics	3
<input type="checkbox"/> General Elective <sup>3</sup>	<u>3</u>	<input type="checkbox"/> General Elective (if needed) <sup>3</sup>	<u>2</u>
	15		14

Updated 6/13/17

- (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](http://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), 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](mailto:yoav@coastal.edu)) at least one semester prior to anticipated travel.
- Internships available sophomore-senior levels. Please contact Ms. Ellen Hayward ([elryan@coastal.edu](mailto:elryan@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 2017-2018

Requirements for Admission to the Wall College of Business	University Core	Critical Thinking and Reasoning	Critical Reading, Writing, and Information Literacy	Communication Across Cultures	Quantitative Literacy	Scientific Concepts	Human and Social Behavior	Humanistic Thought	Artistic Expression
45+ Credit Hours	3-6 credit hours	3 credit hours	8 credit hours	5-6 credit hours	3-4 credit hours	4 credit hours	6 credit hours	6 credit hours	3 credit hours
<ul style="list-style-type: none"> <li>• Minimum GPA of 2.25</li> <li>• 45 Hours of Coursework Completed</li> <li style="text-align: center;">AND</li> <li>Grade of "C" or better in:</li> <li>• ENGL 101</li> <li>• CBAD 120</li> <li>• CBAD 201</li> <li>• ECON 201</li> <li style="text-align: center;">OR</li> <li>ECON 202</li> <li>• MATH 138</li> <li style="text-align: center;">OR</li> <li>MATH 132</li> <li style="text-align: center;">OR</li> <li>MATH 160</li> <li>• CSCI 110</li> </ul>	Take both courses: UNIV 110B (3) AND HIST 201 (3) OR POLI 201 (3)	Choose One: COMM 160 (3) CSCI 101 (3) CSCI 120 (3) ECON 201 (3) ENGL 103 (3) HIST 255 (3) HONR 105 (3) PHIL 101 (3) PHIL 102 (3) PHIL 105 (3) PHIL 110 (3) WGST 104 (3)	Take both courses: ENGL 101 (4) and ENGL 102 (4)	Choose a 115 course or a 110-120 sequence FREN 115 (5) GERM 115 (5) ITAL 115 (5) SPAN 115 (5) FREN 110 (3) and FREN 120 (3) RUS 110 (3) and RUS 120 (3)	Choose One: MATH 132 (3) MATH 138 (3) MATH 160 (4)	Choose One: ANTH 101/L (4) ASTR 101/L (4) BIOL 101/L (4) BIOL 121/L (4) BIOL 232/L (4) CHEM 101/L (4) CHEM 104/L (4) CHEM 111/L (4) GEOG 201/L (4) MSCI 101/L (4) MSCI 111/L (4) PHYS 103/L (4) PHYS 137/L (4) SCIE 101/L (4)	CBAD 120 (3) • Already incorporated on reverse side Choose One Below: ANTH 102 (3) ANTH 120 (3) COMM 150 (3) ECON 110 (3) ECON 150 (3) EDIT 106 (3) EDLL 200 (3) EDML 317 (3) EDUC 270 (3) EDUC 274 (3) ENGL 250 (3) EXSS 122 (3) GEOG 120 (3) GEOG 121 (3) HIST 205 (3) HNR 202 (3) HRTM 150 (3) NURS 201 (3) POLI 101 (3) PSYC 101 (3) PUBH 121 (3) RSM 120 (3) SOC 101 (3) UNIV 122 (3) WGST 103 (3)	Students must take 2 courses. Each course must come from a different discipline: DCD 231 (3) ENGL 205 (3) ENGL 231 (3) ENGL 277 (3) HIST 105 (3) HIST 106 (3) HNR 201 (3) LIS 122 (3) RELG 103 (3) RELG 104 (3) RSM 200 (3) RSM 201 (3) WGST 305 (3)	Choose One ARTH 105 (3) ARTH 106 (3) ARTH 107 (3) ARTH 110 (3) ENGL 201 (3) MUS 110 (3) MUS 207 (3) MUS 257 (3) MUS 258 (3) THEA 149 (3) THEA 150 (3) VPA 103 (3) MUS 124A* MUS 126* MUS 125C* MUS 134* *(These are 0-1 credit hour and are repeatable for up to 3 credits to meet the core)

Updated: 6/13/2017

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.