Southern University and A & M College COLLEGE OF BUSINESS

BACHELOR OF SCIENCE IN MARKETING - Sales Concentration

121 Hour Curriculum (Fall 2010 - Spring 2014) Revised August 13, 2013

Student:	EXAM	P/F	Sem	Yr
Banner#:	Writing Proficiency			
Phone:	Departmental Comprehensive			
Email Address:				
Advisor:				

ion (40 Credit Hours)	Hrs. Grade	Dept/No *Business Courses	Course (30 Credit Hours)	Hrs. Grade		
*Freshman Composition	3	ECON/FINC 3XX	X Economics/Finance Elective	3		
*Freshman Composition	3	ECON 375	Business and Economic Statistics II	3		
**English Literature Elective	3	FINC 330	Managerial Finance I	3		
Techniques of Speech	3	MKTG 300	Principles of Marketing	3		
		MGMT 300	Principles of Management	3		
**History Elective HUMN Requirement)	3	MGMT 305	Management Information Systems	3		
		MGMT 306	Quantitative Analysis in Business	3		
**Arts Elective	3	MGMT 310	Production Management	3		
		MGMT 360	Legal Environment in Business	3		
General Psychology	3	MGMT 490	Strategic Management	3		
**Social Science Elective	3	*Courses in Major Fi	*Courses in Major Field (24 Credit Hours)			
*Pre-Calculus I: College Algebra	3	MKTG	MKTG312, MKTG410 or MKTG446	3		
*Calculus for Business and Social Sciences	3	MKTG 315	Bus-to-Bus Marketing	3		
		MKTG 320	Consumer Behavior	3		
Biological Science	3	MKTG 335	Professional Selling	3		
Physical Science	4	MKTG 450	Industrial Marketing	3		
Science Sequence	3	MKTG 475	Marketing Research	3		
		MKTG 480	International Marketing	3		
		MKTG 491	MKTG, MGMT Policies	3		
Education (18 Credit Hours)		Other Requirements	Other Requirements (9 Credit Hours)			
Financial Accounting Principles	3	ENGL 362	Technical Writing	3		
Managerial Accounting Principles	3	SVLR	Service Learning African American Exp. Elective or Free Elective	3		
Principles of Economics I	3			3		
Principles of Economics II	3					
Business and Economic Statistics	3					
Advance Techniques Using Spreadsheets	3					
	*Freshman Composition **English Literature Elective Techniques of Speech **History Elective HUMN Requirement) **Arts Elective General Psychology **Social Science Elective *Pre-Calculus I: College Algebra *Calculus for Business and Social Sciences Biological Science Physical Science Science Sequence *Education (18 Credit Hours) Financial Accounting Principles Managerial Accounting Principles Principles of Economics I Principles of Economics II Business and Economic Statistics	*Freshman Composition **English Literature Elective Techniques of Speech **History Elective HUMN Requirement) **Arts Elective General Psychology **Social Science Elective 3 **Pre-Calculus I: College Algebra *Calculus for Business and Social Sciences Biological Science Physical Science Science Sequence **Education (18 Credit Hours) Financial Accounting Principles Managerial Accounting Principles Principles of Economics I Principles of Economics II Business and Economic Statistics 3 **Business and Economics II Business and Economic Statistics	**Freshman Composition 3 ECON 375 **English Literature Elective 3 FINC 330 Techniques of Speech 3 MKTG 300 **Ard 300 MGMT 300 **History Elective HUMN Requirement) 3 MGMT 305 MGMT 306 MGMT 306 MGMT 310 MGMT 360 MGMT 360 MGMT 490 **Social Science Elective 3 MGMT 490 **Pre-Calculus I: College Algebra 3 MKTG **Pre-Calculus for Business and Social Sciences 3 MKTG 315 MKTG 320 MKTG 320 MKTG 335 Physical Science 4 MKTG 450 Science Sequence 3 MKTG 475 MKTG 480 MKTG 491 **Education (18 Credit Hours) Other Requirements of the sequence of Economics I 3 **Indication (18 Credit Hours) Other Requirements of Economics I ****AAE Elective / Free	*Freshman Composition 3 ECON 375 Business and Economic Statistics II **English Literature Elective 3 FINC 330 Managerial Finance I Techniques of Speech 3 MKTG 300 Principles of Marketing MGMT 300 Principles of Management **History Elective HUMN Requirement) 3 MGMT 305 Management Information Systems MGMT 306 Quantitative Analysis in Business **Arts Elective MGMT 310 Production Management MGMT 310 Production Management MGMT 360 Legal Environment in Business General Psychology 3 MGMT 490 Strategic Management **Social Science Elective 3 MGMT 490 Strategic Management **Courses in Major Field (24 Credit Hours) *Pre-Calculus I: College Algebra 3 MKTG MKTG 315 Bus-to-Bus Marketing MKTG 320 Consumer Behavior Biological Science 3 MKTG 335 Professional Selling MKTG 330 Consumer Behavior Biological Science 4 MKTG 450 Industrial Marketing MKTG 450 Industrial Marketing MKTG 491 MKTG 491 MKTG, MGMT Policies *Education (18 Credit Hours) Financial Accounting Principles 3 MKTG 491 MKTG, MGMT Policies **AAE Elective / Free Elective or Free Elective Principles of Economics I 3 Free Elective Free Elective or Free Elective Free Elective Free Elective or Free Elective Free Elective Principles of Economics II 3 Principles of Economics II 3 Business and Economic Statistics		

Date:

- GRADUATION REQUIREMENTS:

 1. Completion of the prescribed curriculum as outlined in the University catalog.

 2. Completion of a minimum of 120 semester hours, with a cummulative GPA of 2.0 or better.

 3. Completion of ENGL 110, ENGL 111, MATH 135, and MATH203 with a grade of "C" or better.

 4. Completion of Gen. Business Education, Business Courses, and Courses in Major Field with a grade of "C" or better.

 5. Completion of at least 30 semester hours in residence at Southern University Baton Rouge.

 6. Passing the Departmental Comprehensive and the Writing Proficiency Exams.

 7. Satisfying the African American Experience and the Service Learning requirements.

^{*}A grade of "C" or better is required
**200 Level or above
**2100 Level or above
*** This requirement may be satisfied by selecting a 200 or above course offered in humanities, literature,
or history. Please refer to the catalog for acceptable courses in those areas. Note: Transfer students
that have not satisfied this requirement must take the AAE Elective, however SUBR students that have
satisfied the AAE Elective requirement in the General Education core are free to take any free elective.