

# Southern University and A & M College

COLLEGE OF BUSINESS

## BACHELOR OF SCIENCE IN MARKETING

124 Hour Curriculum (2017-2020)

Revised November 2, 2016

Student:
Banner#:
Phone:
Email Address:
Advisor:
Date:

EXAM	P/F	Sem	Yr
Writing Proficiency			
Departmental Comprehensive			

Dept/No	Course	Hrs. Grade	Dept/No	Course	Hrs. Grade
<b>General Education (40 Credit Hours)</b>			<b>*Business Courses (30 Credit Hours)</b>		
ENGL 110	*Freshman Composition	3 _____	ECON/FINC 3XX	Economics/Finance Elective	3 _____
ENGL 111	*Freshman Composition	3 _____	ECON 375	Business and Economic Statistics II	3 _____
ENGL ____	**English Literature Elective	3 _____	FINC 330	Managerial Finance I	3 _____
BUSP 210	Business Communication & Prof Development	3 _____	MKTG 300	Principles of Marketing	3 _____
HIST ____	**History Elective (HUMN Requirement)	3 _____	MGMT 300	Principles of Management	3 _____
____ ____	**Arts Elective	3 _____	MGMT 305	Management Information Systems	3 _____
PSYC 210	General Psychology	3 _____	MGMT 306	Quantitative Analysis in Business	3 _____
SOSC ____	**Social Science Elective	3 _____	MGMT 310	Production Management	3 _____
MATH 135	*Pre-Calculus I: College Algebra	3 _____	MGMT 360	Legal Environment in Business	3 _____
MATH 203	*Calculus for Business and Social Sciences	3 _____	MGMT 490	Strategic Management	3 _____
BIOL ____	Biological Science	3 _____	<b>*Courses in Major Field (24 Credit Hours)</b>		
____ ____	Physical Science	4 _____	MKTG 320	Consumer Behavior	3 _____
____ ____	Science Sequence	3 _____	MKTG 335	Professional Selling	3 _____
			MKTG 360	Marketing Promotion	3 _____
			MKTG 475	Marketing Research	3 _____
			MKTG 480	International Marketing	3 _____
			MKTG 491	Marketing Strategy	3 _____
			MKTG ____	Marketing Elective	3 _____
			MKTG ____	Marketing Elective	3 _____
<b>*General Business Education (21 Credit Hours)</b>			<b>Other Requirements (9 Credit Hours)</b>		
BUSP 100	Intro to Business & Entrepreneurship	3 _____	ENGL 362	Technical Writing	3 _____
ACCT 200	Financial Accounting Principles	3 _____	SVLR ____	Service Learning	3 _____
ACCT 201	Managerial Accounting Principles	3 _____	***AAE Elective	African American Exp. Elective	3 _____
ECON 200	Principles of Economics I	3 _____			
ECON 210	Principles of Economics II	3 _____			
ECON 275	Business and Economic Statistics	3 _____			
CMPS 291	Advance Techniques Using Spreadsheets	3 _____			

\*A grade of "C" or better is required

\*\*200 Level or above

\*\*\* The Marketing Curriculum is 124 hours if the African American Experience Elective is satisfied in the general education curriculum. Students that have not satisfied the African American Experience will be required to take an additional three hour course to satisfy this requirement.

### 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 cumulative 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.