

Southern University and A & M College

COLLEGE OF BUSINESS

BACHELOR OF SCIENCE IN MARKETING

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:				
Date:				

<u>Dept/ No</u>	<u>Course</u>	<u>Hrs.</u>	<u>Grade</u>	<u>Dept/No</u>	<u>Course</u>	<u>Hrs.</u>	<u>Grade</u>
General Education (40 Credit Hours)				*Business Courses (30 Credit Hours)			
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	_____
SPTH 210	Techniques of Speech	3	_____	MKTG 300	Principles of Marketing	3	_____
				MGMT 300	Principles of Management	3	_____
HIST ____	**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	_____
PSYC 210	General Psychology	3	_____	MGMT 490	Strategic Management	3	_____
SOSC ____	**Social Science Elective	3	_____				
				*Courses in Major Field (24 Credit Hours)			
MATH 135	*Pre-Calculus I: College Algebra	3	_____	MKTG 320	Consumer Behavior	3	_____
MATH 203	*Calculus for Business and Social Sciences	3	_____	MKTG 335	Professional Selling	3	_____
				MKTG 360	Marketing Promotion	3	_____
BIOL ____	Biological Science	3	_____	MKTG 475	Marketing Research	3	_____
____ ____	Physical Science	4	_____	MKTG 480	International Marketing	3	_____
____ ____	Science Sequence	3	_____	MKTG 491	Marketing Strategy	3	_____
				MKTG ____	Marketing Elective	3	_____
				MKTG ____	Marketing Elective	3	_____
*General Business Education (18 Credit Hours)				Other Requirements (9 Credit Hours)			
ACCT 200	Financial Accounting Principles	3	_____	ENGL 362	Technical Writing	3	_____
ACCT 201	Managerial Accounting Principles	3	_____	SVLR ____	Service Learning	3	_____
ECON 200	Principles of Economics I	3	_____	***AAE Elective /	African American Exp. Elective or		
ECON 210	Principles of Economics II	3	_____	Free Elective	Free Elective	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

*** 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.

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.