

Southern University and A&M College
College of Business
BACHELOR OF SCIENCE IN BUSINESS MARKETING
(Insert Applicable Catalog)

Student:
SS#:
Advisor:

EXAM	Grade	Sem/Yr
Writing Proficiency Exam: ENGL 001		
Departmental Comprehensive Exam: MKTG 000		
Black Experience:		

Dept No Course Hrs. Grade Sem/Yr
General Education (59 Credit Hours)

ENGL 110	Freshman Composition	3	_____	
ENGL 111	Freshman Composition	3	_____	
ENGL ____	Literature Elective	3	_____	
ENGL 362	Technical Writing	3	_____	
*SPTH 310	Bus & Prof Com	3	_____	
HIST 114	History	3	_____	
HIST 115	History	3	_____	
____ ____	Humanities Elective	3	_____	
____ ____	Arts Elective	3	_____	
PSYC 210	Gen Psychology	3	_____	
____ ____	Social Science Elective	3	_____	
MATH 200	Finite Math	3	_____	
MATH 203	Calculus for Bus and Soc	3	_____	
ECON 275	Bus. & Econ. Stats.	3	_____	
CMPS 290	Micro Comp Appl (Bus)	3	_____	
BIOL ____	Biological Science	3	_____	
____ ____	Physical Science	3	_____	
____ ____	Science Sequence	3	_____	
____ ____	Natural Science LAB	1	_____	
____ ____	Health/PE Activity	1	_____	
____ ____	Health/PE Activity	1	_____	
FRMN 110	Freshman Seminar	1	_____	
FRMN 111	Freshman Seminar	1	_____	

Dept No Course Hrs. Grade Sem/Yr
Business Courses (39 Credit Hours)

ACCT 200	Intro to Financial Acct	3	_____	
ACCT 201	Intro to Managerial Acct	3	_____	
ECON 200	Prin of Econ I	3	_____	
ECON 210	Prin of Econ II	3	_____	
FINC 330	Managerial Finance I	3	_____	
ECON ____	Economics Elective	3	_____	
MKTG 300	Prin of Marketing	3	_____	
MGMT 300	Prin of Management	3	_____	
MGMT 305	Mgmt Info Systems	3	_____	
MGMT 306	Quant Analysis in Bus	3	_____	
MGMT 310	Production Management	3	_____	
MGMT 360	Legal Environment in Bus	3	_____	
MGMT 490	Strategic Management	3	_____	

Courses in Major Field (24 Credit Hours)

MKTG 320	Consumer Behavior	3	_____	
MKTG 335	Professional Selling	3	_____	
MKTG 360	Marketing Promotion	3	_____	
MKTG 475	Marketing Research	3	_____	
MKTG 480	International Marketing	3	_____	
MKTG 491	Mktg Mgmt Policies	3	_____	
MKTG ____	Marketing Elective	3	_____	
MKTG ____	Marketing Elective	3	_____	

Free Electives (6 Credit Hours)

SVLR 400	Service Learning	3	_____	
____ ____	Free Elective	3	_____	

*SPTH 310 has been replaced with SPTH250 as of Spring 2013