

**Office of Academic and Student Affairs
Southern University and A&M College
Curriculum Advisement Worksheet
Bachelor of Science in Marketing Curriculum
2017-2020**

FRESHMAN YEAR

FIRST SEMESTER			SECOND SEMESTER		
Course	No.	Cr.	Course	No.	Cr.
Freshman Composition	ENGL 110	3	Freshman Composition	ENGL 111	3
Pre-Cal. I: College Algebra	MATH 135	3	Physical Science	(PHYS 101/102)	4
Humanities Elective	HIST (200 or above)	3	Calculus for Bus. and Soc.	MATH 203	3
Biological Science	(BIOL 104)	3	Principles of Economics I	ECON 200	3
Arts Elective	(200 or above)	3	Techniques in Spreadsheets	CMPS 291	3
Intro to Business & Entrepreneurship	(BUSP100)	3			
TOTAL		18	TOTAL		16

SOPHOMORE YEAR

FIRST SEMESTER			SECOND SEMESTER		
Course	No.	Cr.	Course	No.	Cr.
Literature Elective	ENGL (200 or above)	3	Technical Writing	ENGL 362	3
Bus. & Econ. Stat.	ECON 275	3	Business Com. and Prof. Dev.	(BUSP201)	3
Biological Science Sequence (BIOL 105)		3	Intro to Managerial Acct.	ACCT 201	3
Intro to Financial Acct.	ACCT 200	3	Gen. Psychology	PSYC 210	3
Prin. of Econ. II	ECON 210	3	Bus. and Eco. Statistics II	ECON 375	3
TOTAL		15	TOTAL		15

JUNIOR YEAR

FIRST SEMESTER			SECOND SEMESTER		
Course	No.	Cr.	Course	No.	Cr.
Prin. of Management	MGMT 300	3	Mgmt. Info. Systems	MGMT 305	3
Quant Analysis in Bus.	MGMT 306	3	Production Management	MGMT 310	3
Legal Environment in Bus.	MGMT 360	3	Professional Selling	MKTG 335	3
Prin. of Marketing	MKTG 300	3	Consumer Behavior	MKTG 320	3
Economics/Finance Elective	ECON	3	Managerial Finance	FINC 330	3
TOTAL		15	TOTAL		15

SENIOR YEAR

FIRST SEMESTER			SECOND SEMESTER		
Course	No.	Cr.	Course	No.	Cr.
Marketing Research	MKTG 475	3	International Marketing	MKTG 480	3
Marketing Elective*	MKTG	3	Strategic Management	MGMT 490	3
Marketing and Promotion	MKTG 360	3	Marketing Elective*	MKTG	3
Social Science Elective	(200 or above)	3	Free Elective		3
Service Learning		3	Marketing Strategy	MKTG 491	3
TOTAL		15	TOTAL		15

*Marketing students concentrating in professional sales should make the following course substitutions:

- MKTG 312, 410, **or** 466 for MKTG 360, Junior Year, Second Semester
- MKTG 315 for Marketing Elective, Senior Year, First Semester
- MKTG 450 for Marketing Elective, Senior Year, Second Semester

Minor in Supply Chain Management/ERP for Non-Business Majors

The Supply Chain Management minor consists of 18 credit hours which include the following six courses:

- MGMT 300 Principles of Management 3 Hours
- MGMT 310 Production Management 3 Hours
- MGMT 312 Purchasing and Materials Management 3 Hours
- MGMT 410 Supply Chain Management 3 Hours
- MGMT 445 Logistics and Transportation Systems 3 Hours
- MGMT 446 Enterprise Resource Planning using **SAP R/3** 3 Hours