

Chicago State University
College of Business
MARKETING OPTION/FALL 2018

Name:		Major: Marketing		Minor/2nd Major:		Catalog Year: Fall 2018		Advisor Signature and Date:	
Cougar UID:		Anticipated Graduation:		Transfer School:		Transfer Degree/Credits:		Student Signature and Date:	
Area	Course	Term	Grade	Credit	Area	Course	Term	Grade	Credit
Area A: Composition (6 Credit Hours)					Area I: Business Core Courses (48 Credit Hours)**				
A1	Composition I (based on English Placement Score)			3	I1	ACCT 2110 (Intro to Financial Acct w/ Lab)			3
A2	Composition II (based on English Placement Score)			3	I2	ACCT 2111 (Intro to Managerial Acct)			3
Area B: Humanities/ Fine Arts (6 Credit Hours)					I3	ACCT 2291 (Business Law I) or ACCT 1290			3
B1	Humanities			3	I4	FIN 2660 (Principles of Finance)			3
B2	Diversity/Fine Arts			3	I5	INSY 1370 (Microcomputer Apps. in Business)			3
Select	ART 1100, 2101, 2102, 2105, *2110 2120, 2130, 2140, *2150; ENG 1260, 2160, 2339, 2340, 2410				I6	INSY 3200 (Business Problem Solving)			3
From	CMAT 1750, 2040, *2140, 2310, MUS 1134, 2215, 2216, 2217, *2285				I7	MGMT 1020 (Career Fluency)			3
Area C: Oral Communication (3 Credit Hours)					I8	MGMT 1030 (Intro. Modern Bus. Sys.) or 1045			3
C1	CMAT 1140			3	I9	MGMT 3010 (Principles of Management)			3
Area D: Foreign Language (6 Credit Hours)					I10	MGMT 3020 (Organization Behavior)			3
D1	Part 1:			3	I11	MGMT 3240 (Operation/Production Mgmt)			3
D2	Part 2:			3	I12	MGMT 4850 (International Business)			3
Area E: Math (3 Credit Hours)					I13	MGMT 4890 (Business Policy and Strategy)			3
E1	MATH 1200 (based on Math Placement Scores)			3	I14	MKTG 3110 (Principles of Marketing)			3
Area F: Natural Sciences (6 Credit Hours) 1 lab course required.					I15	OBA 2000 (Statistics for Business)			3
One course must be in BIOL & one course in PH S					I16	OBA 3500 (Business Statistics II)			3
F1	BIOL 1070 or 1080 (Lab required)			3	Area J: Marketing Major Courses (9 Credit Hours)**				
F2	PH S 1000 or 1010			3	J1	MKTG 3780 (Consumer Behavior)			3
Area G: Social Sciences (9 Credit Hours)					J2	MKTG 4830 (Marketing Research)			3
G1	ECON 1010			3	J3	MKTG 4880 (Advanced Marketing Management)			3
G2	ECON 1020			3	Area K: Marketing Electives (9 Credit Hours)**				
G3	Diversity Course (unless satisfied in B2)			3	K1				3
Select	AFAM 1020, AF L 1100, ANTH 1010, 2010, 2160, ART *2110, *2150, CMAT *2140, CJ 2245, GEOG				K2				3
From	1000, 1100, HIST 2200, 2840, 2850, MUS *2285, PHIL 1020, SOC 1200, 1250, 2230, WS 2000				K3				3
Area H: Non Business Electives (9 Credit Hours) Business Support Courses					Area L: Business Elective (9 credit hours)**				
H1	PHIL 2520 - Business Ethics			3	L1				3
H2	MATH 1400 - Basic Calculus			3	L2				3
H3	ENG 2790 - Business Writing			3	L3				3
Placement/Qualifying Exam		Comments		P or F	Date Taken		Select from any business course starting with 3XXX or 4XXX		
English Qualifying (Taken 3 Credit Hrs or less)		Pass ENG 1270 or 1280; otherwise take 1230					TOTAL DEGREE HOURS 120		
English Qualifying (Taken 6 Credit Hours)		Pass or ENG 1240					** Grade of C or higher required for all Areas I,J, and K		
Reading Qualifying		Pass or READ 1500							
Math Qualifying		Pass or 099 Level 1 and/or 2							