

Major:		Catalog Year:		Advisor Signature and Date:	
Marketing		Fall 2022			
Cougar UID:	Anticipated Graduation/Transfer School:	Transfer Degree/Credits:	Student Signature and Date:		
Area	Course	Term	Grade	Credit	
Area A: Composition (6 Credit Hours)					
A1	Composition I (based on English Placement Score)			3	
A2	Composition II (based on English Placement Score)			3	
Area B: Humanities/ Fine Arts (6 Credit Hours)					
B1	Humanities			3	
B2	Diversity/Fine Arts			3	
Select	ART 1100, 2101, 2102, 2105, *2110 2120, 2130, 2140, *2150: ENG 1260, 2160, 2339, 2340, 2410				
From	CMAT 1750, 2040, *2140, 2310, MUS 1134, 2215, 2216, 2217, *2285				
Area C: Oral Communication (3 Credit Hours)					
C1	CMAT 1140			3	
Area D: Humanities (3 Credit Hours)					
D1	Humanities/Fine Arts			3	
Select	Art *2110, *2150, CMAT 2140, MUS 2285				
Area E: Math (3 Credit Hours)					
E1	MATH 1200 (based on Math Placement Scores)			3	
Area F: Natural Sciences (6 Credit Hours) 1 lab course required.					
One course must be in BIOL & one course in PH S					
F1	BIOL 1070 or 1080 (Lab required)			3	
F2	PH S 1000 or 1010			3	
Area G: Social Sciences (9 Credit Hours)					
G1	ECON 1010			3	
G2	ECON 1020			3	
G3	Diversity Course (unless satisfied in B2)			3	
Select	AFAM 1020, AF L 1100, ANTH 1010, 2010, 2160, ART *2110, *2150, CMAT *2140, CJ 2245, GEOG				
From	1000, 1100, HIST 2200, 2840, 2850, MUS *2285, PHIL 1020, SOC 1200, 1250, 2230, WS 2000				
Area H: Non Business Electives (9 Credit Hours) Business Support Courses					
H1	PHIL 2520 - Business Ethics			3	
H2	MATH 1400 - Basic Calculus			3	
H3	ENG 2790 - Business Writing			3	
Placement/Qualifying Exam		Comments	P or F	Date Taken	
English Qualifying (Taken 3 Credit Hrs or less)		Pass ENG 1270 or 1280; otherwise take 1230			
English Qualifying (Taken 6 Credit Hours)		Pass or ENG 1240			
Area	Course	Term	Grade	Credit	
Area I: Business Core Courses (48 Credit Hours)**					
I1	ACCT 2110 (Intro to Financial Acct w/ Lab)			3	
I2	ACCT 2111 (Intro to Managerial Acct)			3	
I3	ACCT 2291 (Business Law I) or ACCT 1290			3	
I4	FIN 2660 (Principles of Finance)			3	
I5	INSY 1370 (Microcomputer Apps. in Business)			3	
I6	INSY 3200 (Business Problem Solving)			3	
I7	MGMT 1020 (Career Fluency)			3	
I8	MGMT 1030 (Intro. Modern Bus. Sys.) or 1045			3	
I9	MGMT 3010 (Principles of Management)			3	
I10	MGMT 3020 (Organization Behavior)			3	
I11	MGMT 3240 (Operation/Production Mgmt)			3	
I12	MGMT 4850 (International Business)			3	
I13	MGMT 4890 (Business Policy and Strategy)			3	
I14	MKTG 3110 (Principles of Marketing)			3	
I15	OBA 2000 (Statistics for Business)			3	
I16	OBA 3500 (Business Statistics II)			3	
Area J: Marketing Major Courses (9 Credit Hours)**					
J1	MKTG 3780 (Consumer Behavior)			3	
J2	MKTG 4830 (Marketing Research)			3	
J3	MKTG 4880 (Advanced Marketing Management)			3	
Area K: Marketing Electives (9 Credit Hours)**					
K1				3	
K2				3	
K3				3	
Area L: Business Elective (9 credit hours)**					
L1				3	
L2				3	
L3				3	
Select from any business course starting with 3XXX or 4XXX					
TOTAL DEGREE HOURS				120	
** Grade of C or higher required for all Areas I, J, and K					