

## B.B.A. - MARKETING

Student: \_\_\_\_\_

GCSU ID: \_\_\_\_\_

<u>BUSINESS MAJOR REQUIREMENTS</u>	<u>(36 s.h.)</u>	<u>MARKETING MAJOR REQUIREMENTS</u>	<u>(24 S.H.)</u>
LENB 3135 Legal Environment of Business	___ ___	<b>(All courses in this area require a C or better)</b>	
MGMT 3101 Business Statistics Preq- MATH 2600	___ ___	MKTG 3162 Consumer Behavior, Preq- MKTG 3161	___ ___
MGMT 3141 Principles of Management	___ ___	MKTG 4161 Marketing Research Preq- MKTG 3161, MGMT 3101	___ ___
MKTG 3161 Principles of Marketing Preq- ECON 2106 and Preq/Co-req- ECON 2105 <b>(Grade of C or better is required)</b>	___ ___	MKTG 4166 Advertising and Promotion, Preq- MKTG 3161	___ ___
FINC 3131 Business Finance Preq- ACCT 2101, ACCT 2102, ECON 2105 & ECON 2106 OR ECON 2100	___ ___	MKTG 4198 Strategic Marketing Preq- MKTG 3161, 3162, 4161, 4166 & senior standing	___ ___
MGMT 3165 Operations Management Preq- MGMT 3101 and MGMT 3141 FINC 3131 recommended	___ ___	<b>Four 3000-4000 level Business Electives with at least two from the following list</b>	
MGMT 4195 Strategic Management Preq- FINC 3131, MGMT 3101, MGMT 3141, MGMT 3165, and MKTG 3161	___ ___	MKTG 3167 Retailing, Preq- MKTG 3161	___ ___
MKTG 3172 Business Ethics- Preq-Sophomore standing -30 hours or more completed)	___ ___	MKTG 3168 Sports Marketing, Preq- MKTG 3161	___ ___
<b>International Requirement- Choose one of the following:</b>	___ ___	MKTG 3170 Professional Selling, Preq. MKTG 3161	___ ___
MKTG 4175 (Preferred) International Marketing Strategies	___ ___	MKTG 3180 Int'l Mktg Environment Preq. ECON 2105 & 2106	___ ___
MKTG 3180 International Marketing Environment	___ ___	MKTG 4164 Sales Management. Preq- MKTG 3161	___ ___
ACCT 3110 International Accounting	___ ___	MKTG 4165 Small Business Institute Preq- Senior Standing/Permission of Instructor	___ ___
CBIS 4215 Electronic Commerce in Global Society	___ ___	MKTG 4175 International Marketing Strategies Preq- MKTG 3161	___ ___
BCOM 4283 Global and Intercultural Bus Comm	___ ___	MKTG 4176 Services Marketing, Preq- MKTG 3161	___ ___
ECON 3220 International Trade	___ ___	MKTG 4505 Special Topics, Preq- MKTG 3161	___ ___
FINC 3240 International Finance	___ ___	MKTG 4605 Internship/COOP Education Preq- MKTG 3161 and Junior Standing	___ ___
MGMT 4145 International Management	___ ___	MKTG 4805 Independent Study Preq- MKTG 3161 and Junior Standing	___ ___
9 s.h. (1000-4000) Electives	___ ___	MKTG 4980 MKTG 4980 Study Abroad	___ ___
_____	___ ___	6 s.h. (3000-4000 level) Business Electives	
_____	___ ___	_____	
_____	___ ___	_____	
		<b>TOTAL HOURS REQUIRED FOR GRADUATION</b> <b>(60 hours Core and 60 hours major degree)</b>	
		<b>120 s.h.</b>	
		<b>OTHER ELECTIVES/REQUIREMENTS</b>	
		* BIDS 1705 First Year Academic Seminar (1 s.h.)	
		* Hours may not be used toward graduation	

\* Total semester hours required for graduation 120 hours

\* 2.0 Institutional GPA required for graduation

\* Application for Graduation (should be filed 3rd semester before graduation)