

**Marketing- (No Concentration) (MKTG)/Marketing-Professional Sales Concentration (MKTS)
2010-2011 Catalog**

Unofficial-For Advising Purposes Only

University Core Courses

	Course	Hrs	Semester	Grade	Course Pre-Reqs
Nat Science (9 hrs) ¹	BIOL _____	3	_____	_____	
	_____	3	_____	_____	
Sequence-2nd Course	_____	3	_____	_____	1st Course Sequence
BSAD	BSAD 101	3	_____	_____	No JR or SR in COB
English Composition	ENGL 101	3	_____	_____	*
	ENGL 102	3	_____	_____	* C or better in ENGL 101
Freshman Studies	FRST _____	1	_____	_____	
Humanities (9 hrs) ²	HIST _____	3	_____	_____	See Side ²
	Lit Elect _____	3	_____	_____	
	_____	3	_____	_____	
Math Courses	MATH 101	3	_____	_____	*
	MATH 106	3	_____	_____	* MATH 101
Oral Communications	SPCH 101	3	_____	_____	
Computer Literacy OIS 200 or CMPS 101	_____	3	_____	_____	MATH 100 elg or higher
Social Science Elect. ³	_____	3	_____	_____	*
Fine Arts Elective ⁴	_____	3	_____	_____	

¹ Must include both Physical and Biological Sciences. A two course sequence must be taken from:
 ASTR 101, 102
 BIOL (105,106); (105,108); (114, 116); or (155, 156)
 CHEM (101, 102); or (101, 208); (105, 106); or (221, 222)
 GEOL (101, 102)
 PHSC (101, 102); (101, 103); or (102, 103)
 PHYS (101, 102); or (201, 202)

Electives (May be Business or Non-Business)

Elective (3 hrs)	_____	3	_____	_____	See Catalog
Elective (3 hrs)	_____	3	_____	_____	See Catalog

² HUMANITIES
 a) 3 hours from HIST 101, 102, 105, 106, 150, 151, 160, 161, 255, or 256
 b) 3 hours from Literature at the 200-level or above as specified by the major/minor/concentration/certification.
 (Literature classes include ENGL 210, 211, 212, 253, 254, 255, 256, 300-301-302, 305, 306, 315, 316, 321, 322, 332, 361, 363, 410, 411, 424, 427, 451,455, 460, 463, 471, 475, 482, 483; FREN 316, 403; SPAN 351, 355, 401,402, 405.)
 c) 3 hours from any BOR approved humanities elective. The Louisiana Board of Regents menu for the humanities area: "Humanities (e.g. Literature, Foreign Languages, History, Communications, Philosophy, Classical Studies Religious, Studies, Interdisciplinary)."

Business Core Courses

Accounting	ACCT 205	3	_____	_____	* MATH 106 elg, SO
	ACCT 206	3	_____	_____	* ACCT 205
Legal Environment	BSAD 221	3	_____	_____	* SO
Bus.Comm.	BSAD or ENGL 310	3	_____	_____	* ENGL 102; JR
Management Info Systems	CIS 231	3	_____	_____	* CMPS 101; SO
Economics	ECON 211	3	_____	_____	* ENGL 101
	ECON 212	3	_____	_____	* ECON 211
Finance	FINC 302	3	_____	_____	* ACCT206,ECON212, QBA 282
Management	MNGT 301	3	_____	_____	* ENGL 102; JR
	MNGT 368	3	_____	_____	* QBA 285, JR
Marketing	MKTG 300	3	_____	_____	* ENGL 102, JR
Quantitative Analysis	QBA 282	3	_____	_____	* MATH 106; SO
	QBA 285	3	_____	_____	* QBA 282
Capstone: Strategically Managing Organizations	BSAD 490	3	_____	_____	* LAST 18 HRS, MKTG300,MNGT301, FINC 302,BSAD 310

³ Selected from:
PSYC or SOCI

⁴ Selected from:
ART, MUS, FNAR 105, 301, 302 or SPCH 300

⁵ Prerequisites: QBA 282, BSAD 310 or ENGL 310, & 9hrs of MKTG

⁶ Choose One:
MKTG 350, 450, 460, 470, 475, 480, 486

Major Courses: General Marketing or Professional Selling

Bus. Elective (300+ Level)	_____	3	_____	_____	* See Catalog
Marketing	MKTG 360	3	_____	_____	* MKTG 300 - Co-req
	MKTG 485 ⁵	3	_____	_____	*
	MKTG 490	3	_____	_____	* 12 HRS MKTG
<i>Check one:</i>					
<input type="checkbox"/> General Marketing:					
Bus. Elective (300+ Level)	_____	3	_____	_____	* See Catalog
Marketing Elective	_____	3	_____	_____	* See Catalog
Marketing Elective	_____	3	_____	_____	* See Catalog
Marketing Elective	_____	3	_____	_____	* See Catalog
Marketing Elective	_____	3	_____	_____	* See Catalog
<input type="checkbox"/> Professional Selling:					
	MKTG 320	3	_____	_____	* MKTG 300
	MKTG 420	3	_____	_____	* MKTG 320
	MKTG 481	3	_____	_____	* MKTG 300
	MKTG _____ ⁶	3	_____	_____	* See Catalog
	_____ ⁷	3	_____	_____	* See Catalog

⁷ Choose One:
 CIS 340
 FINC 328, 341, 356, 410, 450, 456
 MNGT 367, 370, 420
 MKTG 350, 450, 460, 470, 475, 480, 486

* = Grade of "C" Required

All 300 - 400 level Business courses require completion of **60** hours of **non-remedial** coursework.

Students must earn at least 45 semester hours in courses numbered 300 or above.

Advisor Signature _____

TOTAL 121