

**Marketing- (No Concentration) (MKTG)/Professional Selling Concentration(MKTS)  
2011-2012 Catalog**

Unofficial-For Advising Purposes Only

**University Core Courses**

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

<sup>1</sup>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); (101,208); (105,106); or (221,222)  
 GEOL (101, 102)  
 PHSC (101,102); (101,103); or (102,103)  
 PHYS (101,102); or (201,202)

<sup>2</sup> 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)."

<sup>3</sup> Selected from:  
 PSYC or SOCI

<sup>4</sup> Selected from:  
 ART, MUS, FNAR 105, 301, 302 or SPCH 300

<sup>5</sup> Prerequisites: QBA 282, BSAD 310 or ENGL 310, & 9hrs of MKTG

<sup>6</sup> Choose One:  
 MKTG 350, 450, 460, 470, 475, 480, 486

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

All 300-400 level Business courses require completion of **54** hours of **non-remedial** coursework. Students must earn at least 45 semester hours in courses numbered 300 or above.

\* = Grade of "C" Required

Expected Graduation Date:  
 Semester \_\_\_\_\_ Year \_\_\_\_\_

Advisor Signature: \_\_\_\_\_

**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; 54 hr
Management Info Systems	CIS 231	3	_____	_____	* OIS 200; SO
Economics	ECON 211	3	_____	_____	* ENGL 101
	ECON 212	3	_____	_____	* ECON 211
Finance	FINC 302	3	_____	_____	* ACCT206,ECON212, QBA 282
Marketing	MKTG 300	3	_____	_____	* ENGL 102, 54 hr
Management	MNGT 301	3	_____	_____	* ENGL 102; 54 hr
	MNGT 368	3	_____	_____	* QBA 283, 54 hr
Quantitative Analysis	QBA 282	3	_____	_____	* MATH 106; SO
	QBA 283	3	_____	_____	* QBA 282
Capstone: Strategically Managing Organizations	BSAD 490	3	_____	_____	* LAST 18 HRS, MKTG300,MNGT301, FINC 302,BSAD 310

**Major Courses**

**General Marketing or Professional Selling:**

Bus. Elective (300+ Level)	_____	3	_____	_____	* See Catalog
Marketing	MKTG 360	3	_____	_____	* MKTG 300 - Co-req
	MKTG 485 <sup>5</sup>	3	_____	_____	* See side <sup>5</sup>
	MKTG 490	3	_____	_____	* 12 HRS MKTG
Electives (May be Business or NonBusiness)					
Elective (3 hrs)	_____	3	_____	_____	See Catalog
Elective (3 hrs)	_____	3	_____	_____	See Catalog

Check one:

**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

**Professional Selling:**

	MKTG 320	3	_____	_____	* MKTG 300
	MKTG 420	3	_____	_____	* MKTG 320
	MKTG 481	3	_____	_____	* MKTG 300
Approved Elective	MKTG _____ <sup>6</sup>	3	_____	_____	* See Catalog
Approved Elective	_____ <sup>7</sup>	3	_____	_____	* See Catalog

**TOTAL 120**

Advisor Signature: \_\_\_\_\_