

**Marketing- Advertising Concentration(MKTA)**  
**2020-2021 Catalog**

Bulletin \_\_\_\_\_

**Unofficial-For Advising Purposes Only**

**University Core Courses**

	Course	Hrs	Semester	Grade	Course Pre-Reqs
Natural Science (9 hrs) <sup>1</sup>	BIOL _____	3	_____	_____	
	_____	3	_____	_____	
	_____	3	_____	_____	
Business Administration	BSAD 101	3	_____	_____	No JR or SR in COB
	English Composition	ENGL 101	3	_____	*
	ENGL 102	3	_____	_____	* C or better in ENGL 101
University Studies	UNIV _____	1	_____	_____	
Humanities (9 hrs)	MACO 101	3	_____	_____	See Side <sup>2</sup>
	Elective <sup>2</sup> _____	3	_____	_____	
	Elective <sup>2</sup> _____	3	_____	_____	
Mathematics	MATH 100/101	5/3	_____	_____	*
	MATH 106	3	_____	_____	* MATH 101
Speech	SPCH 101	3	_____	_____	
Computer Literacy	OIS 200	2	_____	_____	Elig of MATH 100 or higher
Social Science Elective <sup>3</sup>	_____	3	_____	_____	
Fine Arts Elective <sup>4</sup>	_____	3	_____	_____	
		45			

<sup>1</sup>Must include both Physical and Biological Sciences. Six hours shall be earned in a single biological or physical science. Must earn 9 hours total. No sequence required. Biological Science: BIOL Physical Sciences: ASTR, CHEM, GEOL, PHSC, PHYS

<sup>2</sup>HUMANITIES: 9 hours shall be earned from any of the Humanities courses listed with no more than 6 hours from any one (1) discipline (e.g., literature, history, philosophy, etc.). <https://www.nicholls.edu/general-education>

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

<sup>4</sup> Fine Arts Elective: Go to the following website for a list of Fine Arts Electives. <https://www.nicholls.edu/general-education>

<sup>5</sup> Prerequisites: QBA 283, BSAD 310 or ENGL 310, & 9 hours of MKTG

<sup>6</sup> Choose One: MACO 330, 350, 361

\* = Grade of "C" Required  
 %= Transfer Credit

**Course Pre-Reqs:**  
 See catalog for a complete description of course pre-reqs. Note: **Effective F16** - "C" or better required in Pre-Req's for most Business Courses

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.

Expected Graduation Date:  
 Semester \_\_\_\_\_ Year \_\_\_\_\_  
 Last semester GPA \_\_\_\_\_

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

**Business Core Courses**

Accounting	ACCT 205	3	_____	_____	* MATH 106 elg, SO
	ACCT 206 or 306	3	_____	_____	* ACCT 205
Legal Environment	BSAD 221	3	_____	_____	* SO
Business Communications	(See below)				
	BSAD 310 (54 hr) or ENGL 310 (60 hr)	3	_____	_____	* ENGL 102
Management Info Systems	CIS 231	3	_____	_____	* OIS 200; SO
Economics	ECON 211	3	_____	_____	* ENGL 101; MATH 106 elg
	ECON 212	3	_____	_____	* ECON 211
Finance	FINC 302	3	_____	_____	* ACCT206, 306, or 321
					ECON211 or 255, and 212; QBA 282; 54 hrs
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	_____	_____	* OIS 200, QBA 282
Strategically Managing Org.	BSAD 490	3	_____	_____	* LAST 18 HRS, MKTG300, MNGT301, FINC 302, BSAD 310
		42			

**Major Courses**

**Marketing Advertising Concentration:**

MACO Elective <sup>6</sup>	MACO 230	3	_____	_____	*
	MACO 322	3	_____	_____	*
	MACO 380	3	_____	_____	* See Catalog
	_____	3	_____	_____	* See Catalog
Marketing Elective	MKTG 360	3	_____	_____	* MKTG 300
	MKTG 430	3	_____	_____	* MKTG 300
	MKTG 450	3	_____	_____	* MKTG 300
	MKTG 470	3	_____	_____	* MKTG 300
	MKTG 485 <sup>5</sup>	3	_____	_____	* See side <sup>5</sup>
	MKTG 490	3	_____	_____	* 12 HRS MKTG
	_____	3	_____	_____	* See Catalog
		33			
<b>TOTAL</b>		<b>120</b>			