

Marketing- (No Concentration) (MKTG)/Professional Sales Concentration(MKTS)

2021-2022 Catalog

Bulletin _____

Unofficial-For Advising Purposes Only

University Core Courses

Course	Hrs	Semester	Grade	8Course Pre-Reqs
Natural Science (9 hrs) ¹	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)	Elective ² _____	3 _____	_____	See Side ²
	Elective ² _____	3 _____	_____	
	Elective ² _____	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 ³	_____	3 _____	_____	
Fine Arts Elective ⁴	_____	3 _____	_____	

¹ 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

² 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>

³ Selected from: PSYC or SOCI

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 _____	_____	* C in OIS 200 & Math 106
	QBA 283	3 _____	_____	* C in OIS 200 & QBA 282
Strategically Managing Org.	BSAD 490	3 _____	_____	* LAST 18 HRS, MKTG300,MNGT301, FINC 302,BSAD 310

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

⁵ Prerequisites: QBA 283, BSAD 310 or ENGL 310, & 9 hours of MKTG

⁶ Choose One: MKTG 350, 430, 435, 450, 460, 470, 475, 486

⁷ Choose One: CIS 340
FINC 328, 341, 356, 410, 450, 456
MNGT 367, 370, 420
MKTG 350, 430, 435, 450, 460, 470, 475, 486

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

Major Courses

Marketing or Professional Sales:

Business Elective 300+	_____	3 _____	_____	* See Catalog
Business Elective 300+	_____	3 _____	_____	* See Catalog
Marketing	MKTG 360	3 _____	_____	* MKTG 300
	MKTG 470	3 _____	_____	* MKTG 300
	MKTG 485 ^b	3 _____	_____	* See side ^b
	MKTG 490	3 _____	_____	* 12 HRS MKTG
<i>Check one:</i>				
<input type="checkbox"/> Marketing:				
Business Elective 300+	_____	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 Sales:				
	MKTG 320	3 _____	_____	* MKTG 300
	MKTG 420	3 _____	_____	* MKTG 320
	MKTG 481	3 _____	_____	* MKTG 300
Approved Elective	MKTG _____ ⁶	3 _____	_____	* See Catalog
Approved Elective	_____ ⁷	3 _____	_____	* See Catalog

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

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: _____

TOTAL 120