

| | Course | Hrs | Semester | Grade | * | Prerequisites |
|--|-----------------------|------------|----------|-------|---|---|
| University Core Courses (45 Hours) | | | | | | |
| Natural Science (9 Hrs) ¹ | BIOL _____ | 3 | | | | |
| | _____ | 3 | | | | |
| | _____ | 3 | | | | |
| BSAD | BSAD 101 | 3 | | | | No JR or SR in CBA |
| English Comp | ENGL 101 | 3 | | | * | |
| | ENGL 102 | 3 | | | * | ENGL 101 |
| University Studies | UNIV 101 | 1 | | | | |
| Humanities ^{2, 6} | MACO 101 | 3 | | | | |
| | _____ | 3 | | | | |
| | _____ | 3 | | | | |
| Math | MATH 100/101 | 5/3 | | | * | |
| | MATH 106 | 3 | | | * | MATH 100/101 |
| Oral Communications | SPCH 101 | 3 | | | | |
| Computer Literacy | OIS 200 | 2 | | | * | MATH 100/101 |
| Social Science Elect ³ | _____ | 3 | | | | |
| Fine Arts Elective ⁴ | _____ | 3 | | | | |
| Business Core Courses (42 Hours) | | | | | | |
| Accounting | ACCT 205 | 3 | | | * | MATH 100/101; SO |
| | ACCT 206 or 306 | 3 | | | * | ACCT 205 |
| Legal Environment | BSAD 221 | 3 | | | * | |
| Business Communication | BSAD or ENGL 310 | 3 | | | * | ENGL 102 |
| Management Info Systems | CIS 231 | 3 | | | * | OIS 200 |
| Economics | ECON 211 | 3 | | | * | ENGL 101, MATH 100/101 |
| | ECON 212 | 3 | | | * | ECON 211 |
| Finance | FINC 302 | 3 | | | * | ACCT 206 or 321, ECON 211 or 255 & 212, QBA 282 |
| Marketing | MKTG 300 | 3 | | | * | ENGL 102, 54 hr |
| Management | MNGT 301 | 3 | | | * | ENGL 102, 54 hr |
| | MNGT 368 | 3 | | | * | QBA 283 |
| Quantitative Analysis | QBA 282 | 3 | | | * | MATH 106, OIS 200 |
| | QBA 283 | 3 | | | * | OIS 200, QBA 282 |
| Capstone ⁵ | BSAD 490 | 3 | | | * | |
| Required Business Courses/Electives | | | | | | |
| | MACO 230 | 3 | | | * | |
| | MACO 322 | 3 | | | * | ENGL 102 or 112 |
| | MACO 380 | 3 | | | * | MACO 322 |
| MACO Elective ^{6,7} | _____ | 3 | | | * | |
| | MKTG 360 | 3 | | | * | MKTG 300 |
| | MKTG 430 | 3 | | | * | MKTG 300 |
| | MKTG 450 | 3 | | | * | MKTG 300 |
| | MKTG 470 | 3 | | | * | MKTG 300 |
| | MKTG 485 ⁸ | 3 | | | * | |
| | MKTG 490 | 3 | | | * | 12 HRS MKTG |
| Marketing Elective ⁶ | _____ | 3 | | | * | |
| TOTAL | | 120 | | | | |

Degree Plan: **Marketing - Advertising Concentration** (MKTA) **2023-2024 Catalog**

| | | | |
|---------------------------------|--|--------------------------|--|
| NAME | | | |
| ID# | | | |
| PHONE | | | |
| BULLETIN | | | |
| EXPECTED GRADUATION DATE | | LAST SEMESTER GPA | |

| Career Ready Courses⁹ | | | | | |
|---|----------|-----|----------|--------------------|---------------|
| | Course | Hrs | Semester | Grade ⁷ | Prerequisites |
| Management | MNGT 151 | 0 | | | |
| | MNGT 251 | 0 | | | MNGT 151 |
| | MNGT 252 | 0 | | | MNGT 151 |
| | MNGT 351 | 0 | | | MNGT 151 |

- ¹ **Natural Science:** 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 discipline (e.g., literature, history, philosophy, etc.). Go to the following website for a list of Humanities. <https://www.nicholls.edu/general-education/>
- ³ **Social Science Elective** selected from: PSYC, SOCI
- ⁴ **Fine Arts Elective:** Go to the following website for a list of approved Fine Arts Electives. <https://www.nicholls.edu/general-education/>
- ⁵ **Must be taken in last 18 hours.** Prereqs are MKTG 300, MNGT 301, FINC 302, and BSAD 310.
- ⁶ **Pre-requisites:** See Catalog for a complete description of course pre-requisites
- ⁷ Choose One: MACO 330, 350, 361
- ⁸ Pre-requisites: QBA 283, BSAD 310, or ENGL 310, & 9 hours of MKTG
- ⁹ **Career Ready U I-IV**, required for all CBA majors. S or U (Satisfactory or Unsatisfactory) grade given.
- Note:** All 300-400 level COB courses require completion of 54 hours of **non-remedial** coursework. ACCT 306 may NOT serve as a business elective.
- * Must complete with a C or better**
- % - Transfer credit from other universities**

| Advisor Signature | Date | Notes |
|-------------------|------|-------|
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