

University Core Courses (45 Hours)						
	Course	Hrs	Semester	Grade	*	Prerequisites
Natural Science (9 Hrs) <sup>1</sup>	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 <sup>2, 6</sup>	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 <sup>3</sup>	_____	3				
Fine Arts Elective <sup>4</sup>	_____	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 <sup>5</sup>	BSAD 490	3			*	
Required Business Courses/Electives						
	MACO 230	3			*	
	MACO 322	3			*	ENGL 102 or 112
	MACO 380	3			*	MACO 322
MACO Elective <sup>6,7</sup>	_____	3			*	
	MKTG 360	3			*	MKTG 300
	MKTG 430	3			*	MKTG 300
	MKTG 450	3			*	MKTG 300
	MKTG 470	3			*	MKTG 300
	MKTG 485 <sup>8</sup>	3			*	
	MKTG 490	3			*	12 HRS MKTG
Marketing Elective <sup>6</sup>	_____	3			*	
TOTAL		120				

# Degree Plan: **Marketing - Advertising Concentration**

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(MKTA)

## 2024-2025 Catalog

NAME	
ID#	
PHONE	

<sup>1</sup> <b>Natural Science:</b> 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. <ul style="list-style-type: none"> <li>Biological Science: BIOL</li> <li>Physical Sciences: ASTR, CHEM, GEOL, PHSC, PHYS</li> </ul>
<sup>2</sup> <b>Humanities:</b> 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. <a href="https://www.nicholls.edu/general-education/">https://www.nicholls.edu/general-education/</a>
<sup>3</sup> <b>Social Science Elective</b> selected from: PSYC, SOCI
<sup>4</sup> <b>Fine Arts Elective:</b> Go to the following website for a list of approved Fine Arts Electives. <a href="https://www.nicholls.edu/general-education/">https://www.nicholls.edu/general-education/</a>
<sup>5</sup> <b>Must be taken in last 18 hours.</b> Prereqs are MKTG 300, MNGT 301, FINC 302, and BSAD 310.
<sup>6</sup> <b>Pre-requisites:</b> See Catalog for a complete description of course pre-requisites
<sup>7</sup> Choose One: MACO 330, 350, 361
<sup>8</sup> Pre-requisites: QBA 283, BSAD 310, or ENGL 310, & 9 hours of MKTG
<b>Note:</b> All 300-400 level COB courses require completion of 54 hours of <b>non-remedial</b> coursework. ACCT 306 may NOT serve as a business elective. <b>* Must complete with a C or better</b> <b>% - Transfer credit from other universities</b>

Advisor Signature	Date	Notes

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