Degree Plan: **Marketing - Advertising Concentration (MKTA)**
2026-2027 Catalog

	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 310	3			*	ENGL 102, 54 hrs
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, 306 or 321, ECON 211 or 255 & 212, QBA 282
Marketing	MKTG 300	3			*	ENGL 102, 54 hrs.
Management	MNGT 301	3			*	ENGL 102, 54 hrs.
	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 460	3			*	MKTG 300
	MKTG 470	3			*	
	MKTG 485 [8]	3			*	12 HRS MKTG
	MKTG 490	3			*	
	TOTAL	**120**				

NAME			
ID#			
PHONE			
MINOR		**CERTIFICATE**	

[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 321, 330, 350, or 480

[8] Pre-requisites: QBA 283, BSAD 310 and 9 hours of MKTG

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
Extra Courses	**Sem.**	**Grade**

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