Degree Plan: **Marketing – No Concentration (MKTG)**
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]		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 (33 Hours)						
Business Elective 300+ [6]		3			*	
Business Elective 300+ [6]		3			*	
Marketing	MKTG 360	3			*	MKTG 300
	MKTG 470	3			*	MKTG 300
	MKTG 485 [7]	3			*	
	MKTG 490	3			*	12 hours MKTG
Marketing:						
Business Elective 300+ [6]		3			*	
Marketing Elective [6]		3			*	
Marketing Elective [6]		3			*	
Marketing Elective [6]		3			*	
Marketing Elective [6]		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] **Prerequisites:** See Catalog for a complete description of course pre-requisites

[7] **Prerequisites**: 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.	Garde

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