Option: MARKETING

UNIVERSITY STUDIES 2011-2012

➢ Required for Admission to CSB
✓ Admission in CSB is required to enroll
◈ Check Catalogue for Junior or Senior standing
124 Credit Hours Minimum Needed to Graduate

Name:

SID:

UNIVERSITY STUDIES: FOUNDATIONS

A) Composition (3-6 hrs)

Students must complete ENG 100 or 101 and ENG 200 or 201, or ENG 103

➢***ENG 100 or 101***

➢***ENG 200 or 201***

➢**or ENG 103**

B) Lifetime Wellness (2 hrs)

C) Mathematics and Statistics (3 hrs)

MAT 111 or 115

➢**MAT 151 or 161**

D) Foreign Language (3-6 hrs)

Proficiency @ 201 level or higher in prev lang or 2 sem 101-102 in new lang

UNIVERSITY STUDIES: APPROACHES AND PERSPECTIVES

A) Aesthetic, Interpretive & Literary Perspectives (at least 6 hrs)

No more than 3 hrs from any one discipline

B) Historical & Philosophical Approaches (at least 6 hrs)

No more than 3 hrs from any one discipline

C) Scientific Approaches to the Natural World (at least 7 hrs w/ 1 lab)

No more than 4 hrs from any one discipline

D) Understanding Human Institutions & Behaviors (at least 6 hrs)

No more than 3 hrs from any one discipline

➢***ECN 221***

E) Living in Our Diverse Nation **(at least 3 hrs)

F) Living in a Global Society ** (at least 3 hrs)

**** One of the courses used in E or F above may also be used in A - D.**
Only one course can be counted two times.

CSB CORE

➢**ACG 201**
➢**ACGL201**
➢**ECN 222**
➢**MIS 213**
➢**QMM 280**
ACG 203
◈BLA 361
FIN 335
◈INB 300
◈MGT 350
◈MKT 340
OPS 370
✓ MGT 455

REQUIRED OPTION COURSES (21 HOURS)

No Grade below "C-"

✓**MKT 343**
✓**MKT 348**
✓**MKT 349**
✓**MKT 443**
✓◈**MKT 445**

SELECT TWO COURSES FROM BELOW:

✓MKT 345,✓ 346, ✓347, ✓441,✓442, ✓444, ✓447, ✓448, ✓495

MKT

MKT

General Electives:

Total Semester Hours (124 minimum)

9/13/2011