

2015 - 2016 Outline for Marketing Major - Professional Selling Track (B.S.B.A.)

Common Program Prerequisites (18-21 credits)

(Must have a "C" or better in each prerequisite course)		Credits	Grade
ACG 2021	Financial Accounting	3	_____
PR: Sophomore Standing & MAC 1105			
ACG 2071	Managerial Accounting	3	_____
PR: ACG 2021			
ECO 2013	Macroeconomics	3	_____
ECO 2023	Microeconomics	3	_____
ECO 3401	Quantitative Business Tools I	3	_____
PR: MAC 1105			
CGS 2100C	Computer Fund. For Business	3	_____
ECO 3401 can be substituted with a "C" or better in MAC 2233 & STA 2023			

Business Core (31 credits)

Primary Core: (Must have 3.0 Primary Core GPA and a "C" or better in each course for admission into major)

Only ONE course can be taken twice

		Credits	Grade
FIN 3403C	Business Finance	3	_____
PR: Pre-Business Major, ACG 2021 & ECO 2013 or ECO 2023			
MAN 3025	Management of Organizations	3	_____
PR: Pre-Business Major, ACG 2021 & ECO 2013 or ECO 2023			
MAR 3023	Marketing	3	_____
PR: Pre-Business Major, ACG 2021 & ECO 2013 or ECO 2023			
ECO 3411	Quantitative Business Tools II	3	_____
PR: Pre-Business Major, ECO 3401			
ACG 3173	Accounting for Decision Makers	3	_____
PR: Pre-Business Major, ACG 2021 & ACG 2071			

Secondary Core: (Must be admitted to Marketing major to enroll)

		Credits	Grade
BUL 3130	Legal & Ethical Environments of Business	3	_____
MAR 3203	Supply Chain Management	3	_____
("C" or better)			
GEB 3375	Introduction to International Business	3	_____

Career Professionalism Core Courses:

		Credits	Grade
GEB 3003	Career Research & Planning	1	_____
PR: Pre-Business Major, ACG 2021 & ECO 2013 or ECO 2023			
GEB 3005	Career Search Strategy	1	_____
PR: GEB 3003			
GEB 4223	Business Interviewing Techniques	1	_____
PR: GEB 3005			
GEB 4004	Executing Your Career Plan	1	_____
PR: GEB 4223			

Graduating Semester Core:

		Credits	Grade
MAN 4720	Strategic Management/Capstone	3	_____
PR: Admitted to Marketing major, Senior Standing, Primary Core Complete			

Marketing Major (27 credits)

(Must be admitted to the Marketing major to enroll and earn a "C" or better in each major course)

Required Courses (27 credits)

		Credits	Grade
MAR 3615	Marketing Analysis	3	_____
PR: Admission to Marketing major			
MAR 3391	Professional Selling	3	_____
PR: Admission to Marketing major			
MAR 3503	Consumer Behavior	3	_____
PR: Admission to Marketing major			
MAR 3613	Marketing Research	3	_____
PR: MAR 3615			
MAR 3721	Digital Media Marketing	3	_____
PR: Admission to Marketing major			
MAR 4418	Strategic Sales Force Management	3	_____
PR: MAR 3391			
MAR 4804	Marketing Strategy	3	_____
PR: MAR 3613			
MAR 4415C	Advanced Professional Selling	3	_____
PR: Admission to Professional Selling Track & MAR3391			
MAR 4413C	Advanced Professional Selling	3	_____
PR: Admission to Professional Selling Track, MAR3391 & MAR4415C			

