**Core Coursework Requirements (30-31 cr.)**

**Foundational Writing (3 cr.)**
CORE 101 or ENGL 111 ________ 3

**Writing Intensive (6 cr.)**


**Foundational Math (3 cr.)**

One of the following: MATH 100, 110, 119, 121, 122, 125, 126, 132, 138, 168, 171

Courses that satisfy the requirement, but are not offered Fall 2020 forward: MATH 114, 116, 137

**Scientific & Quantitative Reasoning (6-8 cr.)**

Two of the following: MATH 114, 116, 119, 121, 122, 125, 126, 132, 137, 138, 168, 169, 171, 172; STAT 130, 200, 219; ASTR 111, 112; BIOL 103, 104, 105; CHEM 111, 112, 120; GEOL 100, 105, 106; PHYS 111, 112, 221, 222

**Humanistic or Artistic Expression (6-8 cr.)**

Two of the following: ART 100, 215, 216; CLSS 110; CCST 110; CVPA 266; DNCE 111; ENGL 200, 201, 202, 203; HIST 101, 102; MUSC 100, 121, 123; PEAC 200; PHIL 111, 112, 200; POSC 110; RELN 111, 112, 203, 206; THEA 100, 180; ARAB 300; FREN 300, 320; GRMN 300; LATN 350; RUSS 300; WGST 200

**Cultural or Behavioral Analysis (6-8 cr.)**

Two of the following: ANSC 101, 106; APST 200; CCST 103; ECON 101, 105, 106; GEOG 101, 102, 103, 201, 202, 203, 280; HIST 111, 112; INST 101; ITEC 112; PEAC 200; POSC 120; PSYC 121; RELN 112, 205; SOCY 110, 121; WGST 200

*Courses taken for Core Coursework credit may not be cross credited (used to satisfy requirements in two Core Coursework categories), but course may be cross credited to majors, minors, and certificates.

**Recommendations for majors within the Davis College of Business & Economics are in bold**

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**BBA in MARKETING – (2020-2021) **

**Pre-Business Requirements**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 125/138/126</td>
<td>Calculus I/II/III</td>
<td>3</td>
</tr>
<tr>
<td>/151/169/171</td>
<td>Calculus I/II/III</td>
<td>3</td>
</tr>
<tr>
<td>STAT 200</td>
<td>Statistics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 105</td>
<td>Principles of Economics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 106</td>
<td>Principles of Economics</td>
<td>3</td>
</tr>
<tr>
<td>ACTG 211</td>
<td>Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACTG 212</td>
<td>Accounting</td>
<td>3</td>
</tr>
</tbody>
</table>

**Note**

- Students must complete these Pre-business courses with a 2.25 cumulative overall GPA and a 2.0 cumulative pre-business GPA before enrolling in 300-400 level business courses.

- Students must complete an electronic application applying to their chosen majors the semester they are completing pre-business (see catalog for pre-business policy).

**COBE Probation:**

A 2.25 major GPA is required to avoid COBE Probation (see catalog for COBE Probation policy).

**Business Core (27 SH)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ITEC 281</td>
<td>Information Technology</td>
<td>3</td>
</tr>
<tr>
<td>BLAW 203</td>
<td>Business Law</td>
<td>3</td>
</tr>
<tr>
<td>ECON 340</td>
<td>Economics</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 322</td>
<td>Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 340</td>
<td>Marketing</td>
<td>3</td>
</tr>
<tr>
<td>FINC 331</td>
<td>Finance</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 333***</td>
<td>Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 357***</td>
<td>Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 428***</td>
<td>Management</td>
<td>3</td>
</tr>
</tbody>
</table>

**Prerequisites**

Check all courses in the 20-21 undergraduate catalog for pre-requisites

***The MGMT 333/MGMT 357/MGMT 428 sequence will take THREE semesters to complete. It is recommended to avoid FINC 331 & MGMT 333 in the same semester.

**Hours Required for Graduation:** 120

**Required Major GPA:** 2.25

**Required Cumulative GPA:** 2.00

**MARKETING MAJOR REQUIREMENTS (24 SH)**

**Required 12 Hours**

- MKTG 101 (Creativity and Innovation)
- MKTG 350 (Consumer Behavior)
- MKTG 445 (Marketing Strategy)
- MKTG 446 (Marketing Research)

**Required 12 hours – (select 4 courses from)**

- MKTG 341 (Advertising Strategy)
- MKTG 342 (Internet Marketing)
- MKTG 343 (Retailing)
- MKTG 344 (Sales Management)
- MKTG 345 (Integrated Marketing Communications)
- MKTG 360 (Professional Selling)
- MKTG 388 (Social Media Marketing)
- MKTG 440 (Logistics)
- MKTG 450 (Marketing Analytics)
- MKTG 452 (International Marketing)
- MKTG 471 (Special Topics in Marketing)
- MKTG 472 (Independent Study)
- MKTG 481 (Marketing Study Abroad)
- MKTG 488 (Final Honor’s Project)
- MKTG 490 (Marketing Internship)

**Free electives - 33-34 SH**

**HOURS Required for Graduation:** 120

**Required Major GPA:** 2.25

**Required Cumulative GPA:** 2.00