

MARKETING: INTEGRATED DIGITAL MKT

PRE-BUSINESS CORE (59-61 HOURS)			HOURS	NOTES:
EN	1103	English Composition I	3	¹ Prerequisite: C or better in MA 1313
EN	1113	English Composition II	3	² Select from: CO 1003, 1013
MA	1313	College Algebra	3	³ Select from: AN 1103, 1143, 1343, 1543; CO 1223, 1403; EPY 2513, 3503, 3543; GR 1123, 2013; HS 1813; PS 1313, PS 1513; PSY 1013, 3073; SO 1003, 1103, 1203
MA	1613	Calculus for Business & Life Sciences ¹	3	
PS	1113	American Government	3	⁴ Select from: ARC 1013; ART 1013, 1023, 1113; CO 1503; ID 3643; LA 1803; MU 1113, 2213, 2323; PE 1123; PSS 2343; TKI 2413
CO		Public Speaking ²	3	
		Social/Behavioral Science ³	3	⁵ Select from: ARC 2313, 3313, 3323; EN 2203, 2213, 2243, EN 2253, 2273, 2283; *FL 1113, 1123, 2133, 2143 (*French, German, Greek, Japanese, Latin, Russian and Spanish); HI 1063, 1073, 1163, 1173, 1213, 1223, 1313, HI 1323, 4683; PHI 1103, 1113, 1123, 3023, 3033, 3153; REL 1103, 3213, 3223
		Fine Arts Elective ⁴	3	
		Humanities Elective ⁵	3	(*French, German, Greek, Japanese, Latin, Russian and Spanish); HI 1063, 1073, 1163, 1173, 1213, 1223, 1313, HI 1323, 4683; PHI 1103, 1113, 1123, 3023, 3033, 3153; REL 1103, 3213, 3223
		Humanities Elective ⁵	3	
		Science with a Lab ⁶	3-4	⁶ Select from: BIO 1023, 1123, 1004; GG 1113 & 1111, 1123 & 1121; PH 1013 & 1011, 1023 & 1021
		Science with a Lab ⁶	3-4	
		International Elective ⁷	3	⁷ Select from: AN 1143; BL 4273; EC 3513, 4303, 4323; FIN 4923; GR 1123, 2013, MGT 4613; MKT 3933; PS 1313, 1513, REL 3213, 3223; See advisor for other courses
*ACC	2013	Principles of Financial Accounting	3	
*ACC	2023	Principles of Managerial Accounting ⁸	3	⁸ Prerequisite: ACC 2013
*BIS	1012	Intro to Business Information Systems	2	
*BL	2413	The Legal Environment of Business	3	⁹ Prerequisite: MA 1613 & BIS 1012
*BQA	2113	Business Statistical Methods I ⁹	3	
*EC	2113	Principles of Macroeconomics	3	¹⁰ Select from: MKT 3213, 3513, 4123, 4423
*EC	2123	Principles of Microeconomics	3	
*Must earn a grade of C or better in Pre-business ACC, BIS, BL, BQA, and EC courses				
UPPER BUSINESS CORE (24 HOURS)			HOURS	PREREQUISITES
BIS	3233	Management Information Systems	3	
BQA	3123	Business Statistical Methods II	3	BQA 2113
FIN	3123	Financial Management	3	EC 2123, ACC 2013, BQA 2113, & Jr. Standing
MKT	3323	International Logistics	3	Jr. Standing
MGT	3113	Principles of Management	3	Jr. Standing
MGT	3213	Organizational Communications	3	EN 1113 & Jr. Standing
MKT	3013	Principles of Marketing	3	Jr. Standing
BUS	4853	Business Policy	3	MKT 3013, MGT 3113, BIS 3233, FIN 3123, & Graduating Sr.
MAJOR REQUIREMENTS (21 HOURS)			HOURS	PREREQUISITES
MKT	4413	Consumer Behavior	3	MKT 3013
MKT	4533	Marketing Research	3	BQA 3123; MKT 3013
MKT	4813	Marketing Management	3	MKT 4113; MKT 4533; Marketing Graduating Senior
MKT	4213	Internet Marketing	3	MKT 3013
MKT	4223	Social Media Marketing	3	MKT 3013
MKT		Marketing Elective ¹⁰	3	MKT 3013
MKT		Marketing Elective ¹⁰	3	MKT 3013
ELECTIVES (17-19 HOURS) ¹¹				NOTES:
Non-business Electives ¹²			11-13	¹¹ Select from: MKT 3213, 3513, 4123, 4423
Free Electives ¹²			6	
Total Hours to Graduate			123	¹¹ See choices in Note 6: 6 Hours of Science: 12 Hours of Non-business Electives 7 Hours of Science: 11 Hours of Non-business Electives 8 Hours of Science: 10 Hours of Non-business Electives
Additional Graduation Requirements: Minimum 2.5 GPA in Major Courses Attempted Minimum 2.5 GPA in 3000/4000 Business Courses Minimum 32 Hours in 3000/4000 Business Courses at MSU Maximum of 2 D's in 3000/4000 Business and Major Courses				¹² Non-business electives MUST be courses taken OUTSIDE the College of Business; Free Electives may be taken either in the College of Business OR outside the College of Business.
Note: The last number in a 4-digit course number indicates the number of credit hours received for the course. (Ex: MKT 3013 ends in 3, so it is a 3-hour course; BIS 1012 ends in 2 and is a 2-hour course; HS 1711 ends in 1 and is a 1-hour course.)				

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SAMPLE COURSE OF STUDY – 123 HOURS MINIMUM

FIRST YEAR – 30-31 HOURS

EN	1103	English Composition I	3	EN	1113	English Composition II	3
MA	1313	College Algebra	3	CO		Public Speaking ¹	3
PS	1113	American Government	3	MA	1613	Cal for Business & Life Sciences	3
		Humanities Elective ²	3			Social/Behavioral Science Elec. ³	3
BIS	1012	Intro to Business Information Systems*	2			Science with a Lab ⁴	3-4
		Elective**	1				

SECOND YEAR – 33-34 HOURS

ACC	2013	Principles of Financial Accounting*	3	ACC	2023	Principles of Managerial Accounting*	3
EC	2113	Principles of Macroeconomics*	3	EC	2123	Principles of Microeconomics*	3
BL	2413	The Legal Environment of Business*	3	BQA	2113	Business Statistical Methods I*	3
		Science with a Lab ⁴	3-4			Fine Arts Elective ⁵	3
		International Elective ⁷	3			Elective**	3
						Humanities Elective ²	3

THIRD YEAR – 30 HOURS

MKT	3323	International Logistics	3	FIN	3123	Financial Management	3
MKT	3013	Principles of Marketing	3	MGT	3113	Principles of Management	3
MGT	3213	Organizational Communications	3	BIS	3233	Intro to Management Information Systems	3
BQA	3123	Business Statistical Methods II	3	MKT	4413	Consumer Behavior	3
		Elective**	3			Elective**	3

FOURTH YEAR – 30 HOURS

MKT	4533	Marketing Research	3	MKT	4813	Marketing Management	3
MKT	4123	Internet Marketing	3	BUS	4853	Business Policy	3
MKT	4223	Social Media Marketing	3	MKT		Marketing Elective ⁶	3
		Elective**	3	MKT		Marketing Elective ⁶	3
		Elective**	3			Free Elective**	3

*MUST EARN C OR BETTER IN ALL PRE-BUSINESS ACC, BIS, BL, BQA, AND EC COURSES

**ELECTIVE HOURS – 17-19 (11-13 NON-BUSINESS; 6 FREE)

PREREQUISITES:

MA 1613 – C or better in MA 1313 (College Algebra)
 BQA 2113 – MA 1613 & BIS 1012
 MKT 3323 – Jr. Standing
 MKT 3013 and MKT 4113 – Jr. Standing
 BQA 3123 – BQA 2113
 FIN 3123 – EC 2123, ACC 2013, BQA 2113, & Jr. Standing
 MGT 3113 – Jr. Standing
 MGT 3213 – EN 1113 & Jr. Standing
 MKT 4413 – MKT 3013
 MKT 4533 – BQA 3123 & MKT 3013
 MKT 4813 – Graduating Marketing Senior
 BUS 4853 – BIS 3233, FIN 3123, MGT 3113, MKT 3013, & Graduating Sr.

Additional Graduation Requirements:

Minimum 2.5 GPA in Major Courses Attempted
 Minimum 2.5 GPA in 3000/4000 Business Courses
 Minimum 32 Hours in 3000/4000 Business Courses at MSU
 Maximum of 2 D's in 3000/4000 Business and Major Courses

Elective Hours - See choices in Note 4:

6 Hours of Science: 12 Hours of Non-business Electives
 7 Hours of Science: 11 Hours of Non-business Electives
 8 Hours of Science: 10 Hours of Non-business Electives

NOTES:

¹Select from: CO 1003, 1013
²Select from: ARC 2313, 3313, 3323; EN 2203, 2213, 2243, EN 2253, 2273, 2283; *FL 1113, 1123, 2133, 2143 (*French, German, Greek, Japanese, Latin, Russian and Spanish); HI 1063, 1073, 1163, 1173, 1213, 1223, 1313, HI 1323, 4683; PHI 1103, 1113, 1123, 3023, 3033, 3153; REL 1103, 3213, 3223
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⁶Select from: MKT 3213, 3513, 4123, 4423
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Non-business electives MUST be courses taken OUTSIDE the College of Business; Free Electives may be taken either in the College of Business OR outside the College of Business.

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