

**MARKETING**

| <b>PRE-BUSINESS CORE (59-61 HOURS)</b>   |      |  | <b>HOURS</b> | <b>NOTES:</b>  |
|--|------|--|--------------|--|
| EN   | 1103 | English Composition I                              | 3            | <sup>1</sup> Prerequisite: C or better in MA 1313  |
| EN   | 1113 | English Composition II                             | 3            | <sup>2</sup> Select from: CO 1003, 1013  |
| MA   | 1313 | College Algebra                                    | 3            | <sup>3</sup> 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 <sup>1</sup> | 3            |  |
| PS   | 1113 | American Government                                | 3            |  |
| CO   |      | Public Speaking <sup>2</sup>                       | 3            | <sup>4</sup> Select from: ARC 1013; ART 1013, 1023, 1113; CO 1503; ID 3643; LA 1803; MU 1113, 2213, 2323; PE 1123; PSS 2343; TKI 2413  |
|  |      | Social/Behavioral Science <sup>3</sup>             | 3            |  |
|  |      | Fine Arts Elective <sup>4</sup>                    | 3            |  |
|  |      | Humanities Elective <sup>5</sup>                   | 3            | <sup>5</sup> Select from: ARC 2313, 3313, 3323; EN 2203, 2213, 2243, EN 2253, 2273, 2283; *FL 1113, 1123, 2133, 2143   |
|  |      | Humanities Elective <sup>5</sup>                   | 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                           |
|  |      | Science with a Lab <sup>6</sup>                    | 3-4          |  |
|  |      | Science with a Lab <sup>6</sup>                    | 3-4          |  |
|  |      | International Elective <sup>7</sup>                | 3            |  |
| *ACC   | 2013 | Principles of Financial Accounting                 | 3            | <sup>6</sup> Select from: BIO 1023, 1123, 1004; GG 1113 & 1111, 1123 & 1121; PH 1013 & 1011, 1023 & 1021   |
| *ACC   | 2023 | Principles of Managerial Accounting <sup>8</sup>   | 3            |  |
| *BIS   | 1012 | Intro to Business Information Systems              | 2            |  |
| *BL  | 2413 | The Legal Environment of Business                  | 3            |  |
| *BQA   | 2113 | Business Statistical Methods I <sup>9</sup>        | 3            | <sup>7</sup> 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   |
| *EC  | 2113 | Principles of Macroeconomics                       | 3            |  |
| *EC  | 2123 | Principles of Microeconomics                       | 3            |  |
| <b>*Must earn a grade of C or better in Pre-business ACC, BIS, BL, BQA, and EC courses</b>   |      |  |              | <sup>8</sup> Prerequisite: ACC 2013  |
|  |      |  |              | <sup>9</sup> Prerequisite: MA 1613 & BIS 1012  |
| <b>UPPER BUSINESS CORE (24 HOURS)</b>  |      |  | <b>HOURS</b> | <b>PREREQUISITES</b>   |
| 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.   |
| <b>MAJOR REQUIREMENTS (21 HOURS)</b>   |      |  | <b>HOURS</b> | <b>PREREQUISITES</b>   |
| 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  |      | Marketing Elective <sup>10</sup>                   | 3            | MKT 3013   |
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| MKT  |      | Marketing Elective <sup>10</sup>                   | 3            | MKT 3013   |
| <b>ELECTIVES (17-19 HOURS)<sup>11</sup></b>  |      |  |              | <b>NOTES:</b>  |
| Non-business Electives <sup>12</sup>   |      |  | 11-13        | <sup>10</sup> Select from: MKT 3213, 3323, 3933, 4033, 4123, 4143, 4213, 4313, 4333, 4423, 4613  |
| Free Electives <sup>12</sup>   |      |  | 6            |  |
| <b>Total Hours to Graduate</b>   |      |  | 123          | <sup>11</sup> See choices in Note 6:<br>6 Hours of Science: 12 Hours of Non-business Electives<br>7 Hours of Science: 11 Hours of Non-business Electives<br>8 Hours of Science: 10 Hours of Non-business Electives |
| <b>Additional Graduation Requirements:</b><br>Minimum 2.5 GPA in Major Courses Attempted<br>Minimum 2.5 GPA in 3000/4000 Business Courses<br>Minimum 32 Hours in 3000/4000 Business Courses at MSU<br>Maximum of 2 D's in 3000/4000 Business and Major Courses |      |  |              | <sup>12</sup> 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.                      |
| <b>Note:</b> 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.) |      |  |              |  |

**MARKETING**

**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 <sup>1</sup>                 | 3   |
| PS  | 1113 | American Government                    | 3 | MA | 1613 | Cal for Business & Life Sciences             | 3   |
|     |      | Humanities Elective <sup>2</sup>       | 3 |    |      | Social/Behavioral Science Elec. <sup>3</sup> | 3   |
| BIS | 1012 | Intro to Business Information Systems* | 2 |    |      | Science with a Lab <sup>4</sup>              | 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 <sup>4</sup>     | 3-4 |     |      | Fine Arts Elective <sup>5</sup>      | 3 |
|     |      | International Elective <sup>7</sup> | 3   |     |      | Elective**                           | 3 |
|     |      |                                     |     |     |      | Humanities Elective <sup>2</sup>     | 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 |      | Marketing Elective <sup>6</sup> | 3 | BUS | 4853 | Business Policy                 | 3 |
| MKT |      | Marketing Elective <sup>6</sup> | 3 | MKT |      | Marketing Elective <sup>6</sup> | 3 |
| MKT |      | Marketing Elective <sup>6</sup> | 3 |     |      | Elective**                      | 3 |
|     |      | Elective**                      | 4 |     |      | Elective**                      | 2 |

\*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:**

<sup>1</sup>Select from: CO 1003, 1013  
<sup>2</sup>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  
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<sup>4</sup>Select from: BIO 1023, 1123, 1004; GG 1113 & 1111, 1123 & 1121; PH 1013 & 1011, 1023 & 1021  
<sup>5</sup>Select from: ARC 1013; ART 1013, 1023, 1113; CO 1503; ID 3643; LA 1803; MU 1113, 2213, 2323; PE 1123; PSS 2343; TKI 2413  
<sup>6</sup>Select from: MKT 3213, 3933, 4033, 4123, 4143, 4213, 4313, 4333, 4613  
<sup>7</sup>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

**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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