

**MARKETING – SALES CONCENTRATION (352C)**  
**Bachelor of Science in Business Administration (B.S.B.A.)**  
**Fall 2017 – Summer 2018**

**GENERAL EDUCATION REQUIREMENTS (44 sh) – the following 16 sh of major requirements can also count in the General Education Program:**

- ♦ RC 1000 and 2001 (6 sh) count towards the General Education Writing Across the Curriculum requirement
- ♦ MAT 1035 (3 sh) and 1 sh of ECO 2100 fulfill the General Education Quantitative Literacy requirement
- ♦ ECO 2030 and ECO 2040 (6 sh) count towards the General Education Liberal Studies Experience requirement

**COB ADMISSION REQUIREMENTS (27 sh)**

2.5 cumulative GPA (based on 12+ graded hours at ASU), 60 earned hours and completion of the following:

- \_\_\_\_\_ RC 1000 (min. grade of "C" required) (hours already counted in Gen Ed)
- \_\_\_\_\_ RC 2001 (prereq: RC/ENG 1000 & UCO 1200) (min. grade of "C" required) (hours already counted in Gen Ed)
- \_\_\_\_\_ MAT 1035\* (3 sh) (min. grade of "C-" required)
- \_\_\_\_\_ BUS 2000 (0 sh) – graded S/U (prereq: 24 earned hours)
- \_\_\_\_\_ Computer Proficiency – passing score on the Basic Computer Skills Proficiency Test or credit for CIS 1026 (min. grade "C-" required)  
See [www.advising.business.appstate.edu](http://www.advising.business.appstate.edu) for link to test information

**COB LOWER LEVEL CORE**

(2.0 average required; Minimum grade of "C- required in each course)

- \_\_\_\_\_ ACC 2100 (prereq: 24 EH)
- \_\_\_\_\_ ACC 2110 (prereq: min. grade of "C-" in ACC 2100)
- \_\_\_\_\_ ECO 2030\*
- \_\_\_\_\_ ECO 2040\* (prereq: ECO 2030)
- \_\_\_\_\_ ECO 2100\* (prereq: MAT 1020, 1030, 1035 or 1110) (can sub. STT 2810 or 2820)
- \_\_\_\_\_ LAW 2150

Students cannot be admitted to the COB with any outstanding grades of "I".

\*MAT 1035, ECO 2030, ECO 2040, and one sh of ECO 2100 already count in Gen Ed.

**ADDITIONAL COB CORE (25 sh)**

(2.0 average required)

- \_\_\_\_\_ BE 3340 (prereq: RC/ENG 2001) or ENG 3100 (prereq: RC/ENG 2001 & 54 EH) (Writing in the Discipline Requirement) (min. grade of "C" in BE 3340/ENG 3100 required to take 4000 level business courses)
- \_\_\_\_\_ CIS 2050
- \_\_\_\_\_ ECO 2200 (prereq: ECO 2100 or STT 2810 or STT 2820)
- \_\_\_\_\_ FIN 3680 (prereq: MAT 1030 or 1035 & ACC 2100)
- \_\_\_\_\_ MGT 3630
- \_\_\_\_\_ MKT 3050 (prereq: ECO 2030)
- \_\_\_\_\_ SCM 3650
- \_\_\_\_\_ MGT 4750\* (prereq: all 2000/3000 level "Additional COB Core" and final semester of coursework)
- \_\_\_\_\_ BUS 4000\* (1 sh) (Capstone Requirement) (prereq: all 2000/3000 "Additional COB Core" and final semester of coursework)

\*A senior check and, for students graduating in the term in which these are taken, a graduation application, must be completed prior to registering for these courses.

**GLOBAL ISSUES REQUIREMENT**

(met within the other degree requirements – does not require additional course work)

The Global Issues requirement can be met by satisfying one of the following:

- \_\_\_\_\_ International business course (ACC 3590, ACC 4730; BUS 4065; CIS 3620; ECO 3410; ECO 3430, ECO 4640; ENT 3190, ENT 3600; FIN 3350, FIN 4750, FIN 4800; MGT 3670, MGT 3800; MKT 4550; SCM 3680, SCM 3690 and others upon approval)
- \_\_\_\_\_ Business summer study abroad (minimum 3 sh)
- \_\_\_\_\_ Semester long study abroad for credit
- \_\_\_\_\_ Full-time 400-hour minimum international internship for credit
- \_\_\_\_\_ Foreign language courses at or above the 3000 level

**\*\*\* IN ORDER TO GRADUATE, MARKETING MAJORS MUST ACHIEVE A MINIMUM AVERAGE GPA OF 2.0 IN THE FOLLOWING 21 HOURS OF REQUIRED AND ELECTIVE 3000/4000-LEVEL MARKETING COURSES. \*\*\***

**MARKETING MAJOR COMMON CORE (6 sh)**

- \_\_\_\_\_ MKT 4620 (Marketing Research) - prereq: "C" in MKT 3050, ECO 2200
- \_\_\_\_\_ MKT 4650 (Strategic Marketing Management) – prereq: "C" in MKT 3050

**REQUIRED – SALES CONCENTRATION (6 sh)**

- \_\_\_\_\_ MKT 3215 (Professional Selling) - prereq: "C" in MKT 3050
- \_\_\_\_\_ MKT 3220 (Sales Management) - prereq: "C" in MKT 3050

**SALES CONCENTRATION ELECTIVE SET 1 (3 sh) – select one of the following:**

- \_\_\_\_\_ MKT 3270 (Consumer Behavior) - prereq: "C" in MKT 3050
- \_\_\_\_\_ MKT 3280 (Business-to-Business Buyer Behavior) - prereq: "C" in MKT 3050

**SALES CONCENTRATION ELECTIVE SET 2 (3 sh) – select one of the following:**

- \_\_\_\_\_ MKT 3910\* (Sales Internship) – MKT 3910 is a 3 or 6 sh course, but only 3 of these hours may apply to meeting any major elective requirement.
- \_\_\_\_\_ MKT 4560 (Advanced Sales Techniques) – prereq: MKT 3215

**SALES CONCENTRATION ELECTIVE SET 3 (3 sh) – select one of the following:**

- \_\_\_\_\_ MKT 3240 (Integrated Marketing Communications) - prereq: "C" in MKT 3050
- \_\_\_\_\_ MKT 3260 (Managing Distribution Channels) - prereq: "C" in MKT 3050
- \_\_\_\_\_ MKT 3270 (Consumer Behavior) - prereq: "C" in MKT 3050 (if not counted in Elective Set 1)
- \_\_\_\_\_ MKT 3280 (Business-to-Business Buyer Behavior) - prereq: "C" in MKT 3050 (if not counted in Elective Set 1)
- \_\_\_\_\_ MKT 3285 (Retail Management) - prereq: "C" in MKT 3050 (on demand)
- \_\_\_\_\_ MKT 3290 (Services Marketing) - prereq: "C" in MKT 3050 (on demand)
- \_\_\_\_\_ MKT 3295 (New Product Development and Branding) - prereq: "C" in MKT 3050 (on demand)
- \_\_\_\_\_ MKT 3530-3549 (Selected Topics) - prereq: "C" in MKT 3050 (on demand)
- \_\_\_\_\_ MKT 3900\* (Marketing Internship) – MKT 3900 is a 3 or 6 sh course, but only 3 of these hours may apply to meeting any major elective requirement.

or

- \_\_\_\_\_ MKT 3910\* (Sales Internship) – (if not counted in Elective Set 2) MKT 3910 is a 3 or 6 sh course, but only 3 of these hours may apply to meeting any major elective requirement.
- \_\_\_\_\_ MKT 4530-4549 (Selected Topics) - prereq: "C" in MKT 3050 (on demand)
- \_\_\_\_\_ MKT 4550 (International Marketing) - prereq: "C" in MKT 3050
- \_\_\_\_\_ MKT 4560 (Advanced Sales Techniques) – prereq: MKT 3215 (if not counted in Elective Set 2)

\*Students may only count 3 s.h of either MKT 3900 or MKT 3910 towards the marketing major electives. The internship cannot be the last credits earned.

**COLLEGE OF BUSINESS ELECTIVES (3000/4000 Level) (6 sh) (cannot use FIN 3010 or MGT 3010)**

**FREE ELECTIVES (15 sh) - 2 sh any level outside of the COB (university requirement)**

13 sh any level inside or outside of the COB (cannot use ACC 1050, FIN 3010 or MGT 3010)

**TOTAL HOURS REQUIRED: 122 (94 sh major requirements/electives PLUS 44 sh Gen Ed requirements MINUS 16 sh of major requirements already counted in Gen Ed)**

**OTHER PREREQUISITE INFORMATION**

Students must have 54 hours to take 3000 level COB core courses and 84 hours to take any 4000 level COB course.

In addition to other prerequisites, a minimum grade of "C" in a WID course is required prior to taking any 4000 level business courses.

No more than five business courses at the 3000 level or above, including graduate-level courses, can be taken by students not admitted to the COB.