# Program Map: Business Marketing

Department of Business, Management, and Marketing, College of Business Administration

<table>
<thead>
<tr>
<th>Name:</th>
<th>SID:</th>
<th>Advisor:</th>
<th>Start Date:</th>
<th>Catalog Date:</th>
<th>Expected Graduation Date:</th>
</tr>
</thead>
</table>

## Freshman

<table>
<thead>
<tr>
<th>Course</th>
<th>Fall Course</th>
<th>Spring Course</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 1101*</td>
<td>Composition I</td>
<td>ENGL 1102*</td>
<td>*course must be passed with grade C or higher</td>
</tr>
<tr>
<td>MATH 1111*</td>
<td>College Algebra</td>
<td>ACCT 2101</td>
<td>Principles of Financial Accounting</td>
</tr>
<tr>
<td>CISM/CSCI 1130</td>
<td>Computer Applications</td>
<td>ECON 2105</td>
<td>Principles of Macroeconomics</td>
</tr>
<tr>
<td>BUSA 1103</td>
<td>Intro to Business &amp; Leadership</td>
<td>MATH 1113</td>
<td>Pre-Calculus</td>
</tr>
</tbody>
</table>

### Non-lab science
- See options on page 2

**Fall Milestones**

- Total: 15
  - Student should become a Sophomore at end of term.

**Spring Milestones**

- Total: 15
  - Note: Must complete Area F.

## Sophomore

<table>
<thead>
<tr>
<th>Course</th>
<th>Fall Course</th>
<th>Spring Course</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSA 2106</td>
<td>The Environment of Business</td>
<td>BUSA 2185</td>
<td>Business Research</td>
</tr>
<tr>
<td>ACCT 2102</td>
<td>Principles of Managerial Accounting</td>
<td>MKTG 3175*</td>
<td>Principles of Marketing</td>
</tr>
<tr>
<td>ECON 2106</td>
<td>Principles of Micro Economics</td>
<td>AFRS 1501</td>
<td>Survey of African American Experience</td>
</tr>
<tr>
<td>BUSA 2182</td>
<td>Intro to Business Statistics</td>
<td>BUSA 2182</td>
<td>Principles of Marketing</td>
</tr>
</tbody>
</table>

**Fall Milestones**

- Total: 15
  - Student should become a Junior at end of term.

**Spring Milestones**

- Total: 15
  - Note: Must complete Area F.
  - Note: Must complete Area F.

## Junior

<table>
<thead>
<tr>
<th>Course</th>
<th>Fall Course</th>
<th>Spring Course</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG Elective*</td>
<td>See options at right**</td>
<td>MKTG 4179*</td>
<td>International Marketing and Export Management</td>
</tr>
<tr>
<td>MKTG elective*</td>
<td>See options at right**</td>
<td>MKTG 3175*</td>
<td>Principles of Marketing</td>
</tr>
<tr>
<td>FINC 3155</td>
<td>Business Finance</td>
<td>MGMT 3185</td>
<td>Operations Management</td>
</tr>
<tr>
<td>MGNT 3165</td>
<td>Management of Organizations</td>
<td>Area C Option 1</td>
<td>See options on page 2</td>
</tr>
<tr>
<td>POLS 1101</td>
<td>American Government</td>
<td>General Bus Elective***</td>
<td>See options at right**</td>
</tr>
</tbody>
</table>

**Fall Milestones**

- Total: 15
  - Student should become a Senior at end of term.

**Spring Milestones**

- Total: 15

## Senior

<table>
<thead>
<tr>
<th>Course</th>
<th>Fall Course</th>
<th>Spring Course</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG elective*</td>
<td>See options at right**</td>
<td>MKTG 4185*</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>MKTG 4116*</td>
<td>Marketing Research</td>
<td>MKTG 4126*</td>
<td>Business Policy</td>
</tr>
<tr>
<td>BUSA 3145</td>
<td>Global Business Issues</td>
<td>BUSA 2182, MKTG 3175</td>
<td></td>
</tr>
<tr>
<td>HIST 2111 or HIST 2112</td>
<td>Survey of US History</td>
<td>Free elective</td>
<td>Any SSU course</td>
</tr>
<tr>
<td>Area C Option 2</td>
<td>See options on page 2</td>
<td>Area E elective</td>
<td>See options on page 2</td>
</tr>
</tbody>
</table>

**Fall Milestones**

- Total: 15
  - Student should visit Career Services for resume update, mock interview opportunities, and access to job search boards.

**Spring Milestones**

- Total: 15
  - Student should have a job in their major field by graduation or been accepted into graduate school.
Program Map: Business Marketing
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Core Curriculum
Area A – Essential Skills 9 hrs
i. ENGL 1101 English Composition I 3 hrs
ii. ENGL 1102 English Composition II 3 hrs
iii. MATH 1111 College Algebra 3 hrs

Area B – Institutional Options 5 hrs
i. AFRS 1501 Survey of African-American Experience 2 hrs
ii. HUMN 1201 Critical Thinking & Communication 3 hrs

Area C – Humanities/Fine Arts, and Ethics 6 hrs,
1. Select one of the following:
   i. ENGL 2111 World Literature I 3 hrs
   ii. ENGL 2112 World Literature II 3 hrs
   iii. ENGL 2121 British Literature 3 hrs
   iv. ENGL 2122 British Literature II 3 hrs
   v. ENGL 2131 American Literature I 3 hrs
   vi. ENGL 2132 American Literature II 3 hrs
   vii. ENGL 2222 African American Literature 3 hrs
   viii. PHIL 2010 Introduction to Philosophy 3 hrs
   ix. PHIL 2030 Introduction to Ethics 3 hrs

2. Select one of the following:
   i. ARTS 1101 Introduction to Visual Art 3 hrs
   ii. DNCE 2010 Dance Appreciation 3 hrs
   iii. ENGL 2521 Introduction to Film 3 hrs
   iv. HUMN 2011 Humanities 3 hrs
   v. MUSC 1101 Introduction to Music 3 hrs
   vi. THEA 2101 Introduction to Theatre 3 hrs

Area D – Natural Sciences, Math & Technology 10 hrs
1. Select one of the following:
   i. CSCI 1130 Computer Applications 3 hrs
   ii. CSCI 1130 Computer Applications 3 hrs

2. Select one of the following:
   i. ASTR 1000 Introduction to the Universe 3 hrs
   ii. BIOL 1103 General Biology 3 hrs
   iii. BIOL 1104 Human Biology 3 hrs
   iv. CSCI 1301 Computer Science I 3 hrs
   v. ENVS 1140 Environmental Issues 3 hrs
   vi. FSCI 1101 Introduction to Molecular Forensic Science 3 hrs
   vii. ISCI 1101 Integrated Science I 3 hrs

3. Select one of the following lab sciences:
   i. BIOL 1103 + 1103L General Biology with lab 4 hrs
   ii. BIOL 1104 + 1104L Human Biology with lab 4 hrs
   iii. CHEM 1101K Introductory Chemistry 4 hrs
   iv. ISCI 1111K Integrated Science II 4 hrs
   v. MSCI 1501K Introduction to Marine Biology 4 hrs
   vi. PHSC 1011K Physical Science I 4 hrs
   vii. PHYS 1111K Introductory Physics I 4 hrs

Area E – Social Science 12 hrs
i. POLS 1101 American Government 3 hrs
ii. ECON 2105 Principles of Macroeconomics 3 hrs

3. Select one of the following:
   i. HIST 2111 U.S. History to the Post-Civil War Period 3 hrs
   ii. HIST 2112 U.S. History from the Post-Civil War to Pre 3 hrs

4. Select one of the following:
   i. AFRS 2000 Introduction to Africana Studies 3 hrs
   ii. ANTH 1101 Introduction to Anthropology 3 hrs
   iii. GEOG 1101 Introduction to Human Geography 3 hrs
   iv. HIST 1111 World Hist to Early Modern Times 3 hrs
   v. HIST 1112 World History Early Modern Times to Pres 3 hrs
   vi. POLS 2401 Global Issues 3 hrs
   vii. PSYC 1101 Intro to General Psychology 3 hrs
   viii. PSYC 2103 Human Growth & Development 3 hrs
   ix. SOCI 1101 Introduction to Sociology 3 hrs
   x. SOCI 1160 Social Problems 3 hrs