**Business Administration – Marketing Concentration**2019-2021 Undergraduate Catalog

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| **Semester 1 - Fall** |
|  | Credits | Major | CB Core | GEP |
| CMST 122 – Intro. to Public Speaking  | 3 |  | X |  |
| ECON 201 – Macro Economics | 3 |  | X | D |
| ENGL 101 – First-Year Composition | 3 |  |  | CS1 |
| ORIE 101 – Intro. to Higher Education | 1 |  |  |  |
| GEP Fine & Performing Arts | 3 |  |  | A |
| GEP Humanities | 3 |  |  | B |
| **Semester Total** | 16 |  |

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| **Semester 3 - Fall** |
|  | Credits | Major | CB Core | GEP |
| ACCT 211 – Financial Accounting | 3 |  | X |  |
| COSC 220 – Software Applications | 3 |  | TF |  |
| MATH 109 – Probability & Statistics | 3 |  | X | CS3 |
| MKTG 361 – Principles of Marketing | 3 |  | X |  |
| GEP Natural Science | 4 |  |  | C |
|  |  |  |  |  |
| **Semester Total** | 16 |  |

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| **Semester 5 - Fall** |
|  | Credits | Major | CB Core | GEP |
| ENGL 330 – Business Writing | 3 |  |  | CS2 |
| FINA 370 – Corporate Finance | 3 |  | X |  |
| MGMT 355 – Operations Mgmt. | 3 |  | X |  |
| MKTG 366 – Consumer Behavior | 3 | X |  |  |
| Marketing Elective (2 of 5) | 3 | X |  |  |
|  |  |  |  |  |
| **Semester Total** | 16 |  |

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| **Semester 7 - Fall** |
|  | Credits | Major | CB Core | GEP |
| FSU Colloquia II | 3 |  |  | E |
| MGMT 310 – Career & Prof. Dev. II | 2 |  | X |  |
| MGMT 405 – Business Ethics | 3 |  | X |  |
| MKTG 469 – Marketing Plans Develop. | 3 | X |  |  |
| Marketing Elective (4 of 5) | 3 | X |  |  |
|  |  |  |  |  |
| **Semester Total** | 14 |  |

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| **Semester 2 - Spring** |
|  | Credits | Major | CB Core | GEP |
| ECON 202 – Micro Economics | 3 |  | X |  |
| IDIS 150 – First-Year FSU Colloquium | 3 |  |  | E |
| MATH 118 – Applied Math for BUAD | 3 |  | X |  |
| MGMT 110 – Career and Prof. Dev. I | 1 |  | X |  |
| GEP Humanities | 3 |  |  | B |
| GEP Social Science | 3 |  |  | D |
| **Semester Total** | 16 |  |

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| **Semester 4 – Spring** |
|  | Credits | Major | CB Core | GEP |
| ACCT 212 – Managerial Accounting | 3 |  | X |  |
| BLAW 291 – Legal Environment of Bus. | 3 |  | X |  |
| MGMT 251 – Mgmt. of Organizations | 3 |  | X |  |
| Marketing Elective (1 of 5) | 3 | X |  |  |
| General Elective |  |  |  |  |
|  |  |  |  |  |
| **Semester Total** | 15 |  |

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| **Semester 6 - Spring** |
|  | Credits | Major | CB Core | GEP |
| MGMT 356 – Lead. & Human Behavior | 3 |  | X |  |
| MKTG 462 – Marketing Research | 3 | X |  |  |
| MKTG 465 – Marketing Strategies | 3 | X |  |  |
| GEP Natural Science | 4 |  |  | C |
| Marketing Elective (3 of 5) | 3 | X |  |  |
|  |  |  |  |  |
| **Semester Total** | 15 |  |

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| **Semester 8 - Spring** |
|  | Credits | Major | CB Core | GEP |
| MGMT 485 – Bus. Policy & Strategy | 3 |  | X |  |
| GEP Identity & Difference | 3 |  |  | F |
| Marketing Elective (5 of 5) | 3 | X |  |  |
| General Elective | 3 |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **Semester Total** | 12 |  |

**Updated by/date:** Dr. Carol Gaumer, MKTG/FINA, 5/13/19 **Total Credits:** 120