**COLLEGE OF BUSINESS ADMINISTRATION**

**Major: Marketing**

**Catalog Year 2018**

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| **FRESHMAN** | |
| **Fall Semester** | **Spring Semester** |
| UNIV 110B The First-Year Experience 3  ENGL 101 Composition (Core)1 4 Humanistic Thought (Core)1 3  CSCI 110 Enterprise Business Appl 3  Artistic Expression (Core)1 3 Professional Development Activities 2 0  16 | MATH 138 Mathematics Apps in Business (Core)1 3  ENGL 102 Composition and Critical Reading (Core)1 4  CBAD 120 Intro to Global Business (Core)1 3  Humanistic Thought (Core)1 3  Human and Social Behavior (Core)1 3  16 |
| **SOPHOMORE** | |
| **Fall Semester** | **Spring Semester** |
| [CBAD 201 Financial Accounting](#CBAD201) 3  [ECON 201 Macroeconomics (Core)1](#ECON201) 3  [CBAD 291 Business Statistics](#CBAD291) 3  Scientific Concepts (Core)1 4  General Elective3  2  15 | [CBAD 202 Managerial Accounting](#CBAD202) 3  [ECON 202 Microeconomics](#ECON202) 3  [CBAD 292 Decision Analysis](#CBAD292) 3  Communication Across Cultures (Core)1 5  14 |
| **JUNIOR** | |
| **Fall Semester** | **Spring Semester** |
| [CBAD 301 Mgt. & Organizations](#CBAD301) 3  [CBAD 350 Marketing](#CBAD350) 3  [CBAD 363 Business Finance](#FIN301) 3  [CBAD 344 Legal Env. of Business](#CBAD344" \o "Pre-requisites: N/A Available: Fall, Spring and Summer ) 3  HIST 201/ POLI 201 American Gov. (Core)1 3   15 | CBAD 393 Mgt. Info. Systems 3  **[MKTG 351 Market Analysis](#_top" \o "Pre-requisites: CBAD 350 Avaliable: Fall and Spring)** 3  **[MKTG 357 Market Research](#_top" \o "Pre-requisites: CBAD 291 and CBAD 350 Avaliable: Fall and Spring)** 3  [CBAD 373 Business Integration/Application](#CBAD373" \o "Pre-requistites: ECON 202, CBAD 202, CBAD 291 and CBAD 292 Pre or Co-requisites: CBAD 301, CBAD 350, CBAD 363 Available: Fall and Spring) 3  General Elective33  15 |
| **SENIOR** | |
| **Fall Semester** | **Spring Semester** |
| **[MKTG 458 Marketing Strategy](#_top" \o "Pre-requisites:MKTG 351 and MKTG 357 Avaliable: Fall and Spring)** 3  **[MKTG Selective](#_top" \o "Choose between CBAD 401 (Intl Business), MKTG 450 (Adv), MKTG 451 (Retailing Management), MKTG 452 (Social Media Marketing Class), MKTG 453 (Integrated Marketing Comm), MKTG 454 (Intl Marketing),MKTG 455 (Personal Sell) or MKTG 497(Internship))[4](#_top" \o "Choose between CBAD 401 (Intl Business), MKTG 450 (Adv), MKTG 451 (Retailing Management), MKTG 452 (Social Media Marketing Class), MKTG 453 (Integrated Marketing Comm), MKTG 454 (Intl Marketing),MKTG 455 (Personal Sell) or MKTG 497(Internship))** 3  **[MKTG Selective](#_top" \o "Choose between CBAD 401 (Intl Business), MKTG 450 (Adv), MKTG 451 (Retailing Management), MKTG 452 (Social Media Marketing Class), MKTG 453 (Integrated Marketing Comm), MKTG 454 (Intl Marketing),MKTG 455 (Personal Sell) or MKTG 497(Internship))[4](#_top" \o "Choose between CBAD 401 (Intl Business), MKTG 450 (Adv), MKTG 451 (Retailing Management), MKTG 452 (Social Media Marketing Class), MKTG 453 (Integrated Marketing Comm), MKTG 454 (Intl Marketing),MKTG 455 (Personal Sell) or MKTG 497(Internship))** 3  ENGL 290 / CBAD 290 Business Comm (Core)1  3  General Elective3 3  15 | [CBAD 478 Strategic Management](#CBAD478) 3  [CBAD 364 Operations Mgt.](#CBAD364" \o "Pre-requisites: CBAD 292, CBAD 301 Pre or Co-requisites: CBAD 350, CBAD 363 Available: Fall, Spring and Summer) 3  **[MKTG Selective](#_top" \o "Choose between CBAD 401 (Intl Business), MKTG 450 (Adv), MKTG 451 (Retailing Management), MKTG 452 (Social Media Marketing Class), MKTG 453 (Integrated Marketing Comm), MKTG 454 (Intl Marketing),MKTG 455 (Personal Sell) or MKTG 497(Internship))[4](#_top" \o "Choose between CBAD 401 (Intl Business), MKTG 450 (Adv), MKTG 451 (Retailing Management), MKTG 452 (Social Media Marketing Class), MKTG 453 (Integrated Marketing Comm), MKTG 454 (Intl Marketing),MKTG 455 (Personal Sell) or MKTG 497(Internship))** 3  PHIL 318 Business Ethics 3  General Elective (if needed)3 2  14 |

Updated 5/3/18

(1) **Please see reverse side for University Core Curriculum Recommendations.** You will see what classes will satisfy each requirement on page 2. Complete list of options available on your program evaluation.

(2) As part of the graduation requirement, students are required to complete twelve (12) approved Professional Development Activities (PDAs), six of which must fall into the following categories: (1) Majors and Careers in Business, (2) Experiential Learning, (3) Leadership, (4) Building a Professional Profile, (5) Interviewing Skills, and (6) Transitioning to the Profession. A list of approved PDAs can be found at www.coastal.edu/business/pda.

(3) These are free electives that may be selected from any college of the university including the College of Business

(4) Choose between CBAD 401 (International Business), MKTG 450 (Advertising), MKTG 451 (Retailing Management),

MKTG 452 (Social Media Marketing), MKTG 453 (Integrated Marketing Communications), MKTG 454

(International Marketing), MKTG 455 (Personal Selling & Sales Management) MKTG 456 (Advanced Social Media Marketing), or MKTG 497 (Marketing Internship).

* Study abroad opportunities available at all levels. Please contact Yoav Wachsman ([yoav@coastal.edu](mailto:yoav@coastal.edu)) at least one semester prior to anticipated travel.
* Internships available sophomore-senior levels. Please contact Ms. Ellen Hayward ([eeryan@coastal.edu](mailto:eeryan@coastal.edu)) to discuss requirements and internship procedures.

**WALL COLLEGE OF BUSINESS RECOMMENDED CORE CURRICULUM SELECTIONS FALL 2018-2019**

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| **Requirements for Admission to the Wall College of Business** | **University Core** | **Critical Thinking and Reasoning** | **Critical Reading, Writing, and Information Literacy** | **Communication Across Cultures** | **Quantitative**  **Literacy** | **Scientific Concepts** | **Human and**  **Social Behavior** | **Humanistic Thought** | **Artistic**  **Expression** |
| 45+ Credit Hours | 3-6 credit hours | 3 credit hours | 6-8 credit hours | 5-6 credit hours | 3-4 credit hours | 4 credit hours | 6 credit hours | 6 credit hours | 3 credit hours |
| * Minimum GPA of 2.25 * 45 Hours of Coursework Completed   AND  Grade of “C” or better in:   * ENGL 101 * CBAD 120 * CBAD 201 * ECON 201   OR  ECON 202   * MATH 138   OR  MATH 132  OR  MATH 160   * CSCI 110 | Take both courses:  UNIV 110B (3)  AND  HIST 201 (3)  OR  POLI 201 (3) | Choose One:  COMM 160 (3)  CSCI 101 (3)  CSCI 120 (3)  **ECON 201 (3)**  ENGL 103 (3)  HIST 255 (3)  HONR 105 (3)  PHIL 101 (3)  PHIL 102 (3)  PHIL 105 (3)  PHIL 110 (3)  WGST 105 (3) | Take both courses:  ENGL 101 (4)  and  ENGL 102 (4) | Choose a 115 course OR a 110-120 sequence OR a 130 class  ARAB 110 (3)  FREN 115 (5)  GERM 115 (5)  ITAL 115 (5)  SPAN 115 (5)  FREN 110 (3)  and  FREN 120 (3)  RUS 110 (3)  and  RUS 120 (3) | Choose One:  **MATH 132 (3)**  **MATH 138 (3)**  MATH 160 (4)   | Choose One:  ANTH 101/L (4)  ASTR 101/L (4)  BIOL 101/L (4)  BIOL 121/L (4)  BIOL 232/L (4)  CHEM 101/L (4)  CHEM 104/L (4)  CHEM 111/L (4)  GEOG 201/L (4)  MSCI 101/L (4)  MSCI 111/L (4)  PHYS 103/L (4)  PHYS 137/L (4)  SCIE 101/L (4) | **CBAD 120 (3)**   * Already incorporated on reverse side   Choose One Below:  ANTH 102 (3)  ANTH 120 (3)  COMM 150 (3)  ECON 110 (3)  ECON 150 (3)  EDIT 106 (3)  EDLL 200 (3)  EDML 317 (3)  EDUC 270 (3)  EDUC 274 (3)  ENGL 250 (3)  EXSS 122 (3)  GEOG 120 (3)  GEOG 121 (3)  HONR 202 (3)  HRTM 150 (3)  IDS 191 (3)  NUR 201 (3)  POLI 101 (3)  PSYC 101 (3)  PUBH 121 (3)  RSM 120 (3)  SOC 101 (3)  SOC 102 (3)  UNIV 122 (3)  WGST 103 (3) | Students must take 2 courses. Each course must come from a different discipline:  DCD 231 (3)  ENGL 205 (3)  ENGL 231 (3)  ENGL 277 (3)  HIST 105 (3)  HIST 106 (3)  HIST 205 (3)  HFA 250 (3)  HONR 201 (3)  HONR 305 (3)  HONR 306 (3)  LIS 122 (3)  PHIL 101 (3)  PHIL 102 (3)  RELG 103 (3)  RELG 104 (3)  RSM 200 (3)  RSM 201 (3)  WGST 305 (3)  WGST 310 (3) | Choose One  ARTH 105 (3)  ARTH 106 (3)  ARTH 107 (3)  ARTH 110 (3)  ENGL 201 (3)  MUS 110 (3)  MUS 207 (3)  MUS 257 (3)  MUS 258 (3)  THEA 149 (3)  THEA 150 (3)  VPA 103 (3)  MUS 124\*  MUS 126\*  MUS 125\*  MUS 134\*  \*(These are 0-1 credit hour and are repeatable for up to 3 credits to meet the core) |

Updated: 6/13/18

Used for Wall College of Business Advising purposes. For the complete University Core Curriculum go to <http://www.coastal.edu/academics/catalog/>

\*\*For students in Honors Program only.

**FINAL RESPONSIBILITY FOR SATISFYING DEGREE REQUIREMENTS, AS OUTLINED IN THE UNIVERSITY CATALOG, RESTS WITH THE STUDENT.**