

COLLEGE OF BUSINESS ADMINISTRATION
Major: Marketing
Catalog Year 2019

Year 1												
Fall				Spring				Summer 1				
Semester One				Semester Two				Semester Three				
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites	
<input type="checkbox"/> UNIV 110B First-Year Experience	3	C		<input type="checkbox"/> MATH 138 Mathematics in Business (Core)	3	C		<input type="checkbox"/> CBAD 291 Business Statistics	3	C	UNIV 110, CSCI 110, MATH 138	
<input type="checkbox"/> ENGL 101 Composition (Core) ¹	4	C		<input type="checkbox"/> ENGL 102 Critical Reading (Core) ¹	4	C	ENGL 101	<input type="checkbox"/> CBAD 301 Mgt. & Organizations	3	C		
<input type="checkbox"/> Humanistic Thought (Core) ¹	3	D		<input type="checkbox"/> CBAD 120 Intro to Global Business (Core) ¹	3	C		<input type="checkbox"/> ECON 201 Macroeconomics (Core) ¹	3	C	UNIV 110, MATH 138, 24 HRS	
<input type="checkbox"/> CSCI 110 Enterprise Business Apps	3	C		<input type="checkbox"/> CBAD 201 Financial Accounting	3	C	UNIV 110, 24 HRS	<input type="checkbox"/> CBAD 202 Managerial Accounting	3	C	CBAD 201	
<input type="checkbox"/> Human and Social Behavior (Core) ¹	3	D		<input type="checkbox"/> Scientific Concepts (Core) ¹	4	D			12			
PDA/1 of 6 categories (Choose 2) ²	0			PDA/1 of 6 categories (Choose 2) ²	0							
	16				17							
Year 2												
Fall				Spring				Summer 2				
Semester Four				Semester Five				Semester Six				
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites	
<input type="checkbox"/> CBAD 350 Marketing	3	C		<input type="checkbox"/> MKTG 351 Market Analysis	3	C	CBAD 350	<input type="checkbox"/> CBAD 344 Legal Env. of Business	3	C	54 HRS	
<input type="checkbox"/> CBAD 292 Decision Analysis	3	C	CBAD 291	<input type="checkbox"/> MKTG 357 Market Research	3	C	CBAD: 350, 291	<input type="checkbox"/> PHIL 318 Business Ethics	3	C		
<input type="checkbox"/> ECON 202 Microeconomics	3	C	UNIV 110, Math 138, 24 HRS	<input type="checkbox"/> CBAD 373 Business Integration/Appl.	3	C	Prereq: ECON 202, CBAD 202 Coreq: CBAD: 292, 301, 350, 363	<input type="checkbox"/> CBAD 364 Operations Mgt.	3	C	Prereq: CBAD 292, CBAD 301 Coreq: CBAD 350, CBAD 363	
<input type="checkbox"/> ENGL 290/CBAD 290 Business Comm	3	C		<input type="checkbox"/> CBAD 393 Mgt. Info. Systems	3	C	CBAD 301, CSCI 110		9			
<input type="checkbox"/> CBAD 363 Business Finance	3	C	CBAD 201,291, ECON 201, MATH 138	<input type="checkbox"/> Communication Across Cultures (Core) ¹	5	D						
	15				17							
Year 3												
Fall				Spring								
Semester Seven				Semester Eight								
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites	
<input type="checkbox"/> MKTG 458 Marketing Strategy	3	C	MKTG: 351,357	<input type="checkbox"/> CBAD 478 Strategic Management	3	C	CBAD: 301, 350, 363, 373					
<input type="checkbox"/> MKTG Selective ⁴	3	C		<input type="checkbox"/> Humanistic Thought (Core) ¹	3	D						
<input type="checkbox"/> MKTG Selective ⁴	3	C		<input type="checkbox"/> Artistic Expression (Core) ¹	3	D						
<input type="checkbox"/> General Elective ³	3	D		<input type="checkbox"/> MKTG Selective ⁴	3	C						
<input type="checkbox"/> General Elective ³	3	D		<input type="checkbox"/> General Elective ³	3	D						
<input type="checkbox"/> HIST 201/ POLI 201 US Gov. (Core) ¹	3	C		<input type="checkbox"/> General Elective (if needed) ³	2	D						
	18				17							

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. 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. General Elective: These are free electives that may be selected from any college of the university including the College of Business.
4. MKTG Selective: Choose between CBAD 401, MKTG 450, MKTG 451, MKTG 452, MKTG 453, MKTG 454, MKTG 455, MKTG 456, or MKTG 497.
 - Study abroad opportunities available at all levels. Please contact Dr. Yoav Wachsmann (yoav@coastal.edu) at least one semester prior to anticipated travel.
 - Internships available sophomore-senior levels. Please contact Ms. Ellen Hayward (eeryan@coastal.edu) to discuss requirements and internship procedures.

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