

COLLEGE OF BUSINESS ADMINISTRATION

**Marketing
Catalog Year 2022**

FRESHMAN

FALL SEMESTER				SPRING SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
<input type="checkbox"/> UNIV 110B The First-Year Experience	3	C		<input type="checkbox"/> Computer Science elective course (CSCI 110, CSCI 120, CSCI 135, DCD 102, DCD 201, or GEOG 204)	3	C	
<input type="checkbox"/> ENGL 101 Composition	4	C		<input type="checkbox"/> ENGL 102 Composition and Critical Reading	4	C	ENGL 101
<input type="checkbox"/> Humanistic Thought (Core) ¹	3	D		<input type="checkbox"/> Humanistic Thought (Core) ¹	3	D	
<input type="checkbox"/> MATH 138 Mathematics Apps in Business (or MATH 132 or MATH 160)	3	C		<input type="checkbox"/> CBAD 120 Intro to Global Business (required for business majors, also completes the Human and Social Behavior Core requirement)	3	C	
<input type="checkbox"/> Artistic Expression (Core) ¹	3	D		<input type="checkbox"/> Human and Social Behavior (Core) ¹	3	D	
PDA Major & Careers (Required)				*PDA* Experiential Learning (Elective)			
PDA Professional Profile (Required)	16			*PDA* Majors and Careers (Elective)	16		

SOPHOMORE

FALL SEMESTER				SPRING SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
<input type="checkbox"/> CBAD 201 Financial Accounting	3	C	UNIV 110	<input type="checkbox"/> CBAD 202 Managerial Accounting	3	C	CBAD 201
<input type="checkbox"/> ECON 201 Macroeconomics	3	C	UNIV 110, Math 138, 24 Credit HRS	<input type="checkbox"/> ECON 202 Microeconomics	3	C	UNIV 110, Math 138, 24 Credit HRS
<input type="checkbox"/> CBAD 291 Business Statistics	3	C	UNIV 110 AND MATH 138, MATH 130, MATH 120R, MATH 122, or higher	<input type="checkbox"/> CBAD 292 Decision Analysis	3	C	CBAD 291
<input type="checkbox"/> Scientific Concepts (Core) ¹	4	D		<input type="checkbox"/> Communication Across Cultures (Core) ¹	5	D	
<input type="checkbox"/> General Elective ³	3	D			14		
PDA Leadership Skills (Required)				*PDA* Interviewing Skills (Required)			
PDA Professional Profile (Elective)	16			*PDA* Experiential Learning (Elective)			

JUNIOR

FALL SEMESTER				SPRING SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
<input type="checkbox"/> CBAD 301 Mgt. & Organizations	3	C		<input type="checkbox"/> CBAD 393 Mgt. Info. Systems. OR ACCT 336	3	C	CBAD 301, CSCI 110
<input type="checkbox"/> CBAD 350 Marketing	3	C		<input type="checkbox"/> MKTG 351 Market Analysis	3	C	CBAD 350
<input type="checkbox"/> CBAD 363 Business Finance OR FIN 301	3	C	CBAD 201,291, ECON 201, MATH 138	<input type="checkbox"/> MKTG 357 Market Research	3	C	CBAD: 350, 291
<input type="checkbox"/> CBAD 344 Legal Env. of Business	3	C	54 Credit Hours	<input type="checkbox"/> ENGL 290/CBAD 290 Business Comm	3	C	
<input type="checkbox"/> HIST 201/ POLI 201 American Gov.	3	D		<input type="checkbox"/> General Elective ³	3	D	
PDA Transition to the Profession (Required)				*PDA* Experiential Learning (Required)			
PDA Leadership Skills (Elective)	15			*PDA* Interviewing Skills (Elective)	15		

SENIOR

FALL SEMESTER				SPRING SEMESTER			
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	Prereq: CBAD: 301, 350, 363, 373
<input type="checkbox"/> MKTG Selective ⁴	3	C		<input type="checkbox"/> MKTG Selective ⁴	3	C	
<input type="checkbox"/> CBAD 364 Operations Mgt.	3	C	Prereq: CBAD 292 Coreq: CBAD 301	<input type="checkbox"/> MKTG Selective ⁴	3	C	
<input type="checkbox"/> CBAD 373 Business Integration/Application	3	C	Prereq: ECON 202, CBAD 202 Coreq: CBAD: 292, 301, 350, 363	<input type="checkbox"/> PHIL 318 Business Ethics	3	C	
<input type="checkbox"/> General Elective ³	3	D		<input type="checkbox"/> General Elective ³	1	D	
PDA Transition to the Profession (Elective)				**Make sure all PDA's are complete!**			
PDA Professional Profile (Elective)	15			***Graduation***	13		

1. Please see your program evaluation for University Core Curriculum Recommendations.

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. **ELECTIVE PDAS CAN BE REPLACE BY ANY PDA CATEGORY**

3. **General Elective:** These are free electives that may be selected from any college of the university including the Wall 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. Alternative course may be approved by department chair.

- Study abroad opportunities available at all levels. Please contact Dr. Monica Fine (mfine@coastal.edu) at least one semester prior to anticipated travel.
- Internships are available at sophomore-senior levels. Please contact 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.