Business Administration Major with Concentration in Marketing Requirements
Catalog Year: 2013-14
Degree: Bachelor of Science
Credit Hours: 60+

“PR” indicates a pre-requisite. “CO” indicates a co-requisite.

Courses within this major may also satisfy general education requirements. Please consult http://registrar.cofc.edu/general-edu for more information.

Required Courses

☐ ACCT 203  Financial Accounting (3) PR: Sophomore standing
☐ ACCT 204  Managerial Accounting (3) PR: Sophomore standing, ACCT 203
☐ BLAW 205  Legal Environment of Business (3) PR: Sophomore standing
☐ DSCI 232  Business Statistics (3) PR: MATH 104 or 250
☐ DSCI 304  Production and Operations Management (3) PR: Junior standing, DSCI 232, MGMT 301, MATH 104 or 250, MATH 105 or 120
☐ DSCI 320  Management Information Systems (3) PR: Junior standing, ACCT 203, 204, DSCI 232, MATH 104 or 250
☐ ECON 200  Principles of Microeconomics (3) PR: None
☐ ECON 201  Principles of Macroeconomics (3) PR: ECON 200
☐ FINC 303  Business Finance (3) PR: Junior standing, major declaration, ACCT 203, 204, ECON 200, 201, MATH 104 or 250, (DSCI 232 suggested)
☐ MATH 104  Elementary Statistics (3) PR: MATH 101 or placement
☐ OR
☐ MATH 250  Statistical Methods I (3) PR: Either MATH 111, MATH 120 or instructor permission
☐ MATH 105  Calculus for Business and the Social Sciences (3) PR: MATH 101 or placement
☐ OR
☐ MATH 120  Introductory Calculus (4) PR: Placement or C- or better in MATH 111
☐ MGMT 301  Management and Organizational Behavior (3) PR: Junior Standing major declaration
☐ MGMT 408  Business Policy (3) PR: Senior standing, ACCT 203, 204, DSCI 232, 304, ECON 200, 201, FINC 303, MGMT 301, MKTG 302, MATH 104 or 250, MATH 105 or 120
☐ MKTG 302  Marketing Concepts (3) PR: Junior standing, major declaration, ECON 200, 201

Marketing Concentration

Required courses:

☐ MKTG 320  Marketing Research (3) PR: Junior standing, ECON 200, 201, MATH 104 or 250, DSCI 232, MKTG 302
☐ MKTG 326  International Marketing (3) PR: Junior standing, MKTG 302, ECON 200, 201
☐ MKTG 329  Consumer Behavior (3) PR: Junior standing, ECON 200, 201, MKTG 302
☐ MKTG 425  Marketing Management (3) PR: Junior standing, MKTG 302, 320, 329; ECON 200, 201

Choose two courses totaling 6 credit hours from the following (no more than 3 credit hours can be counted toward the concentration from MKTG 420, 360 or 444):

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HTMT 353  Hospitality Sales and Negotiations (3) PR: Junior standing, HTMT 350 or MKTG 302
MGMT 332  Business Communications (3) PR: Junior standing
TRAN 312  Global Logistics (3) PR: Junior standing, ECON 200, 201
MKTG 328  Retailing Management (3) PR: Junior standing, MKTG 302, ECON 200, 201
MKTG 330  Advertising (3) PR: Junior standing, MKTG 302, ECON 200, 201
MKTG 331  Public Relations (3) PR: Junior standing
MKTG 333  Purchasing and Supply Chain Management (3) PR: Junior standing
MKTG 360  Special Topics in Marketing (1-3) PR: Junior standing, other prerequisites depending on topic
MKTG 420  Independent Study (1-3) PR: Junior standing, written agreement with instructor and chair
MKTG 444  Marketing Internship (3) PR: Senior standing and declared major in the School of Business

Notes:

- The School of Business has the following admission standard: You must complete the following courses with a minimum grade of "C-": ECON 200, 201, *MATH 104 or 250, 105 or 120, *DSCI 232, *ACCT 203, 204. *Note: ECON majors must make a C- or better in MATH 120 and 250 as MATH 105 and 104 are not options in the major. ECON majors may take either DSCI 232 or MATH 350. ECON majors are not required to take ACCT 203 and 204.
- The business and accounting programs offered by the School of Business is accredited by The Association to Advance Collegiate Schools of Business (AACSB).