Business Administration Major with Concentration in Marketing Requirements
Catalog Year: 2015-16
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: MATH 105 with a C- grade or better or MATH 111 or MATH 120 or permission of instructor
- 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 360, 420, 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

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 334  Integrated Marketing Communications (3) **PR:** None

MKTG 337  Sports Marketing (3) **PR:** ECON 200, ECON 201, MKTG 302

MKTG 345  Social Media Marketing (3) **PR:** None

MKTG 360  Special Topics in Marketing (1-3) **PR:** Junior standing, other pre-requisites 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

TRAN 312  Global Logistics (3) **PR:** Junior standing, ECON 200, 201

**Notes:**

- Students are not permitted to double major in Business Administration and Marketing.
- Students are not permitted to double major in Business Administration and Finance.
- Students are not permitted to double major in Business Administration and Supply Chain Management.
- The business and accounting programs offered by the School of Business is accredited by The Association to Advance Collegiate Schools of Business (AACSB).