

MARKETING (352A)
Fall 2004 Onward

MAJOR SPECIFIC CORE CURRICULUM REQUIREMENTS

MAT 1030 required for the major will fulfill the core curriculum math requirement.
 ECO 2030 required for the major will fulfill 3 s.h. of core curriculum social science.

COB ADMISSION REQUIREMENTS:

2.5 cum. GPA (based on 12+ graded hours at ASU),
 60 earned hours and completion of the following:

ENG 1000 ("C" or better) _____ ENG 1100 _____
 MAT 1030 _____
 Proficiencies: Computers _____ Writing _____

COB LOWER LEVEL CORE (2.0 average required)

ACC 1100 _____ (ND)
 ACC 2110 _____ (ND)
 ECO 2030 _____
 ECO 2040 _____ (ND)
 ECO 2100 _____ (ND)
 LAW 2150 _____ (formerly FIN 2150)

Students cannot be admitted to the COB with any
 outstanding grades of "I".

ADDITIONAL COB CORE

ENG 3100 or BE 3340 _____(W)(S)
 CIS 3050 _____ (W)(C)
 ECO 2200 _____ (ND)(C)
 FIN 3680 _____
 MGT 3630 _____ (CD)
 MKT 3050 _____
 POM 3650 _____
 MGT 4750 _____ (CD)(W)(S)

(Prereq: All other COB
 core and senior
 standing - taken last
 semester)

SPECIAL DESIGNATORS

Major Designators

2 Writing (W) _____
 1 Speaking (S) _____
 Com. Prof. _____

Other Designators

4 Writing (W) _____
 2 Numerical Data (ND) _____
 4 Multi-cult. (MC) _____
 2 Computer (C) _____
 1 Cross-Disciplinary (CD) _____

***** IN ORDER TO GRADUATE, MARKETING MAJORS MUST ACHIEVE AN AVERAGE G.P.A. OF 2.0 IN THE FOLLOWING 18 HOURS OF REQUIRED AND ELECTIVE 3000/4000-LEVEL MARKETING COURSES. *****

REQUIRED - MARKETING (15 s.h.)

- _____ MKT 3220 (Sales Management)(S) - prereq: "C" in MKT 3050
- _____ MKT 3240 (Integrated Marketing Communications)(W) - prereq: "C" in MKT 3050
- _____ MKT 3260 (Managing Distribution Channels)(W) - prereq: "C" in MKT 3050
- _____ MKT 4610 (Consumer Behavior)(MC)(CD) - prereq: Senior, "C" in MKT 3050
- _____ MKT 4620/3250 (Marketing Research)(W)(ND) - prereq: "C" in MKT 3050, ECO 2200 (MKT 4620 was previously MKT 3250)

ELECTIVES - MARKETING (3 s.h.)

- _____ MKT 3052 (Professional Selling)(S) - prereq: "C" in MKT 3050 -
- _____ MKT 3210 (Retail Management) - prereq: "C" in MKT 3050
- _____ MKT 3230 (Business-to-Business Marketing) - (on demand) prereq: "C" in MKT 3050
- _____ MKT 3530-3549 (Selected Topics) - prereq: "C" in MKT 3050
- _____ MKT 3900 (Internship) - 6 s.h. - (3 s.h. apply to MKT elective)
- _____ MKT 4100 (Marketing Management) - prereq: Senior, "C" in MKT 3050
- _____ MKT 4530-4549 (Selected Topics) - prereq: "C" in MKT 3050
- _____ MKT 4550 (International Marketing)(MC) - prereq: Senior, "C" in MKT 3050

COLLEGE OF BUSINESS ELECTIVES (3000/4000 Level) (9 s.h.) (cannot use MGT 3010 or FIN 3010)

FREE ELECTIVES (12 s.h.)

6 s.h. any level outside the COB
 6 s.h. 3000/4000-level - inside or outside the COB (cannot use MGT 3010 or FIN 3010)

	Outside COB	Other	Upper-level
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____