

# MARKETING

## BACHELOR OF BUSINESS ADMINISTRATION

**Student must be eligible for Upper Division Business before registering for these classes.**

SPECIFIC REQUIREMENTS BEYOND AREAS A-F (24 HRS) (Grade of "C" or better)	SEM	GRD
<b>BUSA 3131</b> BUSINESS STATISTICS ("C" or better) * A "C" or better in MATH 1232		
<b>BUSA 3132</b> QUANTITATIVE ANALYSIS ("C" or better) * A "C" or better in BUSA 3131		
<b>BUSA 4131</b> STRATEGIC MANAGEMENT ("C" or better) * A "C" or better in the following courses: BUSA 3132, FINC 3131, MGNT 3430, MKTG 3131, MGNT 3130		
<b>CISM 4130</b> MGNT INFO SYSTEMS ("C" or better) * A "C" or better in CISM 2530 and MGNT 3130		
<b>FINC 3131</b> CORPORATE FINANCE ("C" or better) * A "C" or better in ACCT 2101		
<b>MGNT 3130</b> MANAGEMENT AND ORGANIZATIONAL BEHAVIOR ("C" or better)		
<b>MGNT 3430</b> OPERATIONS MANAGEMENT ("C" or better) * A "C" or better in BUSA 3131		
<b>MKTG 3131</b> PRINCIPLES OF MARKETING ("C" or better)		

MAJOR COURSES (24 HRS) (Grade of "C" or better)	SEM	GRD
<b>MKTG 4131</b> MARKETING RESEARCH ("C" or better) * A "C" or better in both MKTG 3131 and BUSA 3131		
<b>MKTG 4136</b> INTERNATIONAL MARKETING ("C" or better) * A "C" or better in MKTG 3131		
<b>MKTG 4137</b> MARKETING MANAGEMENT ("C" or better) * A "C" or better in MKTG 3131 and last two semesters prior to graduation.		
<b>MKTG</b> _____ * ("C" or better)		
<b>MKTG</b> _____ * ("C" or better)		
<b>MKTG</b> _____ * ("C" or better)		
<b>MKTG or LOGT</b> _____ * ("C" or better)		
<b>MKTG or LOGT</b> _____ * ("C" or better)		

**\* Prerequisites**

**NOTE:** You must complete the prerequisites for each course before taking that course. Prerequisites for each course are given under "Course Descriptions" in the GSU catalog.

**Required for graduation:** A "C" or better is required in each of your major courses and in each of your specific requirements beyond areas A-F, which are: BUSA 3131, BUSA 3132, BUSA 4131, FINC 3131, MGNT 3130, MGNT 3430, MKTG 3131, and CISM 4130.

\* Major electives must be approved by the advisor and noted on the plan of study.

**MARKETING MAJOR  
NO EMPHASIS  
Suggested Chronology of Courses**

<b>YEAR 1 - FALL</b>	<b>YEAR 1 - SPRING</b>
<ul style="list-style-type: none"> <li>▪ ENGL 1101</li> <li>▪ MATH 1111</li> <li>▪ HIST 1112</li> <li>▪ BUSA 1105</li> <li>▪ GSU 1210</li> <li>▪ KINS</li> <li>▪ HLTH 1520</li> </ul>	<ul style="list-style-type: none"> <li>▪ ENGL 1102</li> <li>▪ CISM 2530</li> <li>▪ MATH 1232</li> <li>▪ ECON 2105</li> <li>▪ Traditional Lab Science (4 hrs) or Environmental Lab Science (4 hrs)</li> <li>▪ KINS</li> </ul>
<b>YEAR 2 – FALL</b>	<b>YEAR 2 - SPRING</b>
<ul style="list-style-type: none"> <li>▪ ACCT 2101</li> <li>▪ BUSA 2106</li> <li>▪ HIST 2110 or COMM 1110</li> <li>▪ Environmental Lab Science (4 hrs)</li> <li>▪ POLS 1101</li> </ul>	<ul style="list-style-type: none"> <li>▪ IDS 2210</li> <li>▪ ECON 2106</li> <li>▪ HIST 2110 or COMM 1110</li> <li>▪ ENGL 2111 or ENGL 2112</li> <li>▪ ACCT 2102</li> <li>▪ PSYC 1101 or SOCI 1101 or GEOG 1130 or ANTH 1102</li> </ul>
<b>YEAR 3 – FALL</b>	<b>YEAR 3 - SPRING</b>
<ul style="list-style-type: none"> <li>▪ BUSA 3131</li> <li>▪ MKTG 3131</li> <li>▪ MGNT 3130</li> <li>▪ FINC 3131</li> <li>▪ Free elective</li> </ul>	<ul style="list-style-type: none"> <li>▪ BUSA 3132</li> <li>▪ MGNT 3430</li> <li>▪ MKTG 4131 or MKTG 4136</li> <li>▪ Major elective*</li> <li>▪ Free elective</li> </ul>
<b>YEAR 4 – FALL</b>	<b>YEAR 4 - SPRING</b>
<ul style="list-style-type: none"> <li>▪ CISM 4130</li> <li>▪ MKTG 4136 or MKTG 4131</li> <li>▪ Major elective*</li> <li>▪ Major elective*</li> <li>▪ Free elective</li> </ul>	<ul style="list-style-type: none"> <li>▪ BUSA 4131</li> <li>▪ MKTG 4137</li> <li>▪ Major elective*</li> <li>▪ Major elective*</li> <li>▪ Free elective</li> </ul>

\* Major elective – You must complete THREE Upper Division Marketing (MKTG) Electives approved by an advisor AND TWO Upper Division Marketing or Logistics and Intermodal Transportation (LOGT) Electives approved by advisor.

NOTE: The official Core Curriculum Course requirements are stated in the "Academic Information" section of *Georgia Southern University Catalog*. The official Major Course requirements are stated in the "College of Business Administration" section of the *Catalog*. This chronology is based on that information and has been prepared to help students plan their own program of study.