

MARKETING DEGREE PLAN

Stephen F. Austin State University

BACHELOR OF BUSINESS ADMINISTRATION

**Degree Evaluation (CAPP) is the Official Degree Plan for Rusche College of Business Majors*

I. CORE CURRICULUM (42 HOURS)	II. FOUNDATION OF KNOWLEDGE (39 hours + 6 core hours)
<p>A. Communication Component Area (6 hours):</p> <p>1. English Rhetoric / Composition (3 hours): ___ ENGL 1301 (C or Better required in ENGL 1301)</p> <p>2. Communication Skills (3 hours): ___ SPCH 1315</p> <p>B. Mathematics Component Area (3 hours): ___ MATH 1324</p> <p>C. Life and Physical Sciences (6 hours): ___ ASTR 1303 ___ BIOL 1306 ___ BIOL 1307 ___ BIOL 1308 ___ BIOL 1309 ___ BIOL 1311 ___ BIOL 2301 ___ BIOL 2381 ___ CHEM 1305 ___ CHEM 1311 ___ CHEM 1312 ___ CHEM 1371 ___ ENVR 1301 ___ GEOL 1301 ___ GEOL 1303 ___ GEOL 1304 ___ HORT 1231 ___ PHYS 1301 ___ PHYS 1302 ___ PHYS 1305 ___ PHYS 1307 ___ PHYS 1310 ___ PHYS 2325 ___ PHYS 2326</p> <p>D. Language, Philosophy, and Culture (3 hours) ___ ENGL 2309 ___ ENGL 2322 ___ ENGL 2323 ___ ENGL 2327 ___ ENGL 2328 ___ ENGL 2332 ___ ENGL 2333 ___ ENGL 2341 ___ HIST 2311 ___ HIST 2312 ___ HIST 2321 ___ HIST 2322 ___ PHIL 1301 ___ PHIL 1304 ___ PHIL 2306</p> <p>E. Creative Arts (3 hours): ___ ARTS 1301 ___ ARTS 1303 ___ ARTS 1304 ___ DANC 2303 ___ DRAM 1310 ___ DRAM 2366 ___ MUMH 1307 ___ MUSI 1306</p> <p>F. American History (6 hours): ___ HIST 1301 ___ HIST 1302</p> <p>G. Government/Political Science (6 hours) ___ GOVT 2305 ___ GOVT 2306</p> <p>H. Social and Behavioral Sciences (3 hours): ___ ECON 2301 (required in the business foundation)</p> <p>I. Component Area Option (6 hours): ___ ENGL 1302 ___ BUSI 2304 (BUSI 2304 is required in the business foundation) (C or better required in ENGL 1302)</p>	<p>___ BUSI 2305*(MATH 1342) ___ ACCT 2301 ___ ACCT 2302 ___ BUSI 2304** ___ BLAW 3335 ___ MGMT 2372 ___ ECON 2301** ___ ECON 2302 ___ ECON 3339 ___ FINC 3333 ___ BUSI 3325 ___ MKTG 3351 ___ MGMT 3370 ___ MGMT 3371 ___ MGMT 4363</p> <p><small>*Not calculated in Foundation GPA; **Taken in University Core</small></p> <p style="background-color: #d3d3d3;">FOUNDATION HOURS ON TRANSCRIPT _____</p> <p style="background-color: #e1eef6;">III. MAJOR: MARKETING (24 hours)</p> <p>A. 12 hours of Required Courses:</p> <p style="padding-left: 20px;">MKTG 3355 Consumer Behavior MKTG 4325 Systems and Internet Marketing MKTG 4352 International Marketing MKTG 4355 Marketing Research</p> <p>B. 9 hours from the following:</p> <p style="padding-left: 20px;">MKTG 3352, 3353, 3354, 3357, 3358, 3360, 3362, 4354, 4356, 4357, 4358, 4370, 4175, 4186; or MGMT 3383.</p> <p style="background-color: #d3d3d3;">MAJOR HOURS ON TRANSCRIPT _____</p> <p style="background-color: #e1eef6;">IV. ELECTIVE HOURS (15 hours) / MINOR</p> <p>A maximum of 66 academic hours plus four hours of kinesiology activity from junior or community colleges may apply toward a bachelor's degree. If more than 66 hours are transferred, the student's academic dean will determine which hours will be included in the 66 and how those courses will be substituted in the degree plan.</p> <p style="background-color: #d3d3d3;">ELECTIVE HOURS ON TRANSCRIPT _____</p> <p style="background-color: #d3d3d3;">NON DEGREE HOURS ON TRANSCRIPT _____</p>
TOTAL HOURS TO BE COMPLETED <u>120</u>	TOTAL HOURS ON TRANSCRIPT _____