YEAR 2008-2009

CURRICULUM IN MARKETING

Advertising and Integrated Marketing Communication Leading to the Degree of Bachelor of Arts

Name:_____ **W#**_____

ACCOUNTING (6 hrs.)

Acct 200	3
Acct 225	3

ECONOMICS (9 hrs.)

Econ 201	3
Econ 202	3
Econ Elec 300+_____	3

ENGLISH (9 hrs.)/ COMM (3 hrs.)

Engl 101	3
Engl 102	3
Engl 230, 231 or 232	3
Comm 211	3

MANAGEMENT (18 hrs.)

Mgmt 231	3
Mgmt 261 *(OMIS 200)*	3
Mgmt 290/309 *(OMIS 350)*	3
+Mgmt 351	3
Mgmt 464	3
Mgmt 474 *(OMIS 430)*	3

MARKETING CORE (24hrs.)/ FIN (3 hrs.)

+Mrkt 303	3
+Mrkt 319	3
+Mrkt 321	3
+Mrkt 342	3
+Mrkt 432	3
+Mrkt 442	3
+Mrkt 443	3
+Mrkt 444	3
Fin 381	3

ADVERTISING MRKT Elec. (3hrs.)

Students must select three hrs/1 course from the following:

+Mrkt 314	3
+Mrkt 315	3
+Mrkt 391	3
+Mrkt 475	3

MATHEMATICS (6-8 hrs.)

Math 155 or 161*	3-5
Math 163	3

NATURAL SCIENCE (9 hrs.)

Biol. Sci._____	3
Phys. Sci._____	3
2nd Nat Sci Seq._____	3

OTHER (15 hrs.)

GBBT 210*(MGMT 210)* or CMPS 110	3
GBBT 234	3
Hist Elec_____	3
Vis. Art, Dn, Mus, or Thea. Elec_____	3
SE 101**	3

NONBUSINESS ELEC (15 hrs.)

_____	3
_____	3
_____	3
_____	3
_____	3

BUSINESS ELEC (3 hrs.)***

_____	3

Total Semester Hours: 120-125
+ Total Major Hours: 30

*Students with an ACT math score of 18-20 will take MATH 155 (5 credit hours) in place of MATH 161.

**ORNT 101 has been discontinued effective 2007-2008 academic year. All students needing orientation will now be required to take SE 101.

***Must be 300+ once 60 hrs. of course work is completed.

Note: ½ of all business courses and ½ of all major courses must be taken at SLU.

Note: 30 additional hours are required for a second degree.

Note: effective Spring 2003, both CMPS 110 & GBBT 210 cannot be used towards degree credit.