

CURRICULUM IN MARKETING
Bachelor of Arts Degree
Advertising and Social Media Marketing Concentration

Advisor: _____

2024-2025

Name: _____

W# _____

	D	M	S	GRADE	Hrs	QP
<u>ACCOUNTING (6 hrs)</u>						
ACCT 2000	*	*			3	0
ACCT 2250	*	*			3	0
<u>BUSINESS LAW (3 hrs)</u>						
BLAW 2310	*	*			3	0
<u>ECONOMICS (9 hrs)</u>						
ECON 2010	*	*			3	0
ECON 2020	*	*			3	0
ECON 3330	*	*			3	0
<u>FINANCE (3 hrs)</u>						
FIN 3810*	*	*			3	0
<u>MANAGEMENT (12 hrs)</u>						
MGMT 2400	*	*			3	0
+ MGMT 3510*	*	*	*		3	0
MGMT 4250	*	*			3	0
ϕ MGMT 4640*	*	*			3	0

<u>ADVERTISING & SOCIAL MEDIA</u>						
<u>CONCENTRATION COURSES (27 hrs)</u>						
+ MRKT 3030 *	*	*	*		3	0
+ MRKT 3100	*	*	*		3	0
+ MRKT 3190	*	*	*		3	0
+ MRKT 3420	*	*	*		3	0
+ MRKT 3730	*	*	*		3	0
+ MRKT 4320	*	*	*		3	0
+ MRKT 4420 <u>SPRING ONLY</u>	*	*	*		3	0
+ MRKT 4440	*	*	*		3	0
+ MRKT 3000+ Elec. _____	*	*	*		3	0

<u>OPERATIONS MGMT & INFO SYSTEMS (12 hrs)</u>						
OMIS 2100	*	*			3	0
OMIS 3200	*	*			3	0
OMIS 3500	*	*			3	0
OMIS 4300	*	*			3	0

UNOFFICIAL

ENGLISH (9 hrs) / COMM (3 hrs)

	D	M	S	GRADE	Hrs	QP
English Composition Gen EdG	*	*			3	0
English Composition Gen EdG	*	*			3	0
Humanities Lit/Lit Intensive Gen EdG	*	*			3	0
COMM 2110	*	*			3	0

MATH (6 hrs)

	D	M	S	GRADE	Hrs	QP
Mathematics 105 or 107/108 or 161G	*	*			3	0
MATH 2410 *	*	*			3	0

NATURAL SCIENCES (9 hrs)

	D	M	S	GRADE	Hrs	QP
Natural Scienc _____	*	*			3	0
<u>Natural Sciences</u> _____	*	*			3	0
Natural Sciences Ger _____	*	*			3	0

OTHER (9 hrs)

	D	M	S	GRADE	Hrs	QP
Humanities Hi: _____	*	*			3	0
Fine Arts Gen EdG _____	*	*			3	0
*** First-Year SeminarG _____	*	*			1	0
*** MGMT 1010 _____	*	*			1	0

ELECTIVES (12 hrs)

	D	M	S	GRADE	Hrs	QP
_____	*	*			3	0
_____	*	*			3	0
_____	*	*			3	0
_____	*	*			3	0

- Total Semester Hours Required: 120
- Total Major Hours Required: 30
- 1/2 business courses and 1/2 major courses must be taken at SLU.

- 30 Additional hours are required for second degree

* MGMT 351, MRKT 303, FIN 381 and MATH 241 **must be** completed prior to enrolling in MGMT 464

*** Students transferring in to Southeastern with 30 or more hours are not required to complete SE 101 or MGMT 101 and should take a total of 15 credit hours of electives. SLU students who change their major to Management with 30 or more hours do NOT need to take MGMT 101 and will make up the difference in electives.

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W# _____

<u>ADDITIONAL COURSES</u>	D	M	S	GRADE	Hrs	QP
_____	*				3	0

<u>FAILED COURSES</u>	D	M	S	GRADE	Hrs	QP
_____	*				3	0