

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

**2025-2026**

Name: \_\_\_\_\_

W# \_\_\_\_\_

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

**ADVERTISING & SOCIAL MEDIA  
CONCENTRATION COURSES (27 hrs)**

+ MRKT 3030 *	*	*	*		3	0
+ MRKT 3100 <u>SPRING ONLY</u>	*	*	*		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

**OPERATIONS MGMT & INFO SYSTEMS (12 hrs)**

OMIS 2100	*	*			3	0
OMIS 3200	*	*			3	0
OMIS 3500	*	*			3	0
OMIS 4300	*	*			3	0

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

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)**

Mathematics 105 or 107/108 or 161G	*	*			3	0
MATH 2410 *	*	*			3	0

**NATURAL SCIENCES (9 hrs)**

Natural Science:	*	*			3	0
Natural Sciences	*	*			3	0
Natural Sciences Gen E	*	*			3	0

**OTHER (9 hrs)**

Humanities Hist/	*	*			3	0
Fine Arts Gen EdG	*	*			3	0
*** First-Year SeminarG	*	*			1	0
*** MGMT 1010	*	*			1	0

**ELECTIVES (12 hrs)**

	*	*			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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