Marketing B.B.A. (Emphasis in Sales and Sales Management)

Degree Requirements: 124 Credit Hours

See Core Curriculum for required courses and credit hours in Area A1 through Area E.

<table>
<thead>
<tr>
<th>Credit Hours</th>
<th>General Requirements (Core Areas A - E)</th>
<th>42</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Additional Requirements</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Area F - Courses Appropriate to Major</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ACCT 2101 Principles of Accounting I</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ACCT 2102 Principles of Accounting II</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BUSA 1105 Introduction to Business</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CISM 2530 Advanced Business Applications</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ECON 2105 Principles of Macroeconomics (if taken in Area E, substitute LSTD 2106)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ECON 2106 Principles of Microeconomics</td>
<td></td>
</tr>
<tr>
<td>24-30</td>
<td>Specific Requirements</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BUSA 3131 Foundations of Business Analytics I</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BUSA 3132 Foundations of Business Analytics II</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BUSA 4131 Strategic Management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CISM 3131 Management Information Systems</td>
<td></td>
</tr>
<tr>
<td></td>
<td>FINC 3131 Principles of Corporate Finance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>LSTD 2106 Legal Environment of Business (if ECON 2105 taken in Area E, then substitute into Area F)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MATH 1232 Survey of Calculus (if not taken in Area A-E)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MGNT 3130 Principles of Management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKTG 3131 Principles of Marketing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>OSCM 3430 Operations and Supply Management</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Major Requirements 1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKTG 3133 Professional Selling</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKTG 4131 Marketing Research</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKTG 4133 Sales Management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKTG 4136 International Marketing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKTG 4137 Marketing Management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKTG 4232 Advanced Selling</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKTG XXXX Upper Division Elective Approved by an Advisor</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKTG XXXX Upper Division Elective Approved by an Advisor</td>
<td></td>
</tr>
<tr>
<td>6-12</td>
<td>Electives</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Select 6 credit hours of Electives (should be chosen in consultation with the student’s advisor) unless ECON 2105 and/or MATH 1232 are used to meet requirements in Areas A-E in which case students will take up to 12 credit hours of Electives</td>
<td></td>
</tr>
</tbody>
</table>

Total Credit Hours 124

1 Major Requirements - Students interested in the Real Estate Industry may take from the list below in place of one of the MKTG elective.
   MGMT 3234 Entrepreneurship
   MGMT 3235 Leadership in Organizations
   FINC 3531 Principles of Risk and Insurance
   FINC 4231 Personal Finance
   FINC 4431 Principles of Real Estate
   FINC 4433 Real Estate Appraisal
   CISM 3333 ERP using SAP
   CISM 4239 Business Analytics

Honors in Marketing

To graduate with Honors in Marketing, a student must:

• be admitted to the University Honors Program;
• successfully complete the following honors courses: Research Seminar (BUSA 3610) and Business Seminar (BUSA 3620); 1
• successfully complete and present an Honors Thesis or Capstone Project;
• be in good standing in the University Honors Program at the time of graduation.

Honors students in the Parker College of Business are strongly encouraged to take the following honors courses: Introduction to Business (BUSA 1105), Principles of Macroeconomics (ECON 2105), Principles of Accounting I (ACCT 2101), Principles of Accounting II (ACCT 2102), Legal Environment of Business (LSTD 2106), and Advanced Business Applications (CISM 2530).

1 Note: BUSA 3610 and BUSA 3620 together count toward a business degree program as 3 hours of free elective credit, meaning that business honors students have 3 hours less of free elective credit towards their degree than non-honors business students.

Advisement

Parker College of Business
Student Services Center
College of Business Building (Statesboro)
(912) 478-0085
Student Success Center (Armstrong)
(912) 344-3226