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**Business**

**Arts & Humanities**

**Albany State**

**BACHELOR OF SCIENCE DEGREE IN MARKETING**

**Courses Titles Prerequisite Credit**

**Area F: Program of Study Related Courses Hours**

ACCT 2101 Principles of Accounting I MATH 1111 3

ACCT 2102 Principles of Accounting II 3

BISE 2010 Fundamentals of Computer Applications 3

BISE 2040 Communication for Management 3

ECON 2105 Principles of Macroeconomics 3

ECON 210 Principles of Microeconomics 3

**Subtotal 18**

**Area G: Business Majors Required Courses**

**Business**

|  |  |  |  |
| --- | --- | --- | --- |
| BUSA | 4105 | International Business | 3 |
| ECON | 3205 | Economics and Business Statistics | 3 |
| FINC | 3105 | Foundations of Financial Management | 3 |
| MGMT | 3105 | Legal Environment of Business | 3 |
| MGMT | 3106 | Management Science and Operations Management | 3 |
| MGMT | 4110 | Organizational Behavior | 3 |
| MGMT | 4125 | Human Resources Management | 3 |
| MGMT | 4205 | Management Information Systems | 3 |
| MGMT | 4199 | Business Policy | 3 |
| MKTG  **Subtotal 30** | 3120 | Principles of Marketing | 3 |

**Area H: Marketing Major Required Courses**

|  |  |  |  |
| --- | --- | --- | --- |
| BUSA | 3100 | Business Internship I | 3 |
| MKTG | 3130 | Consumer Behavior | 3 |
| MKTG | 3132 | Fundamentals of Selling |  |
| MKTG | 3134 | Marketing Research | 3 |
| MKTG | 3136 | Promotion and Advertising | 3 |
| MKTG | 4130 | Marketing Channels | 3 |
| MKTG | 4170 | Marketing Management | 3 |
| Electives\* |  |  | 3 |
| Electives\*\* |  |  | 3 |
| **Subtotal** |  |  | **27** |

\*Any 3000/4000 level business course, including BUSA 4100.

\*\*Approved foreign language or at least 2000 level course in any non-business course, including Computer Science.

2008-2012 Undergraduate Catalog

**PROGRAM OF STUDY FOR THE BACHELOR OF SCIENCE DEGREE IN MARKETING**

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**Albany State**

**Arts & Humanities**

**Business**

**Education**

123 Semester Hours

|  |  |  |
| --- | --- | --- |
| **Freshman Year Fall** | | **Spring** |
| ASU 1200 Freshman Seminar & Service to Leadership | 3 |  |
| ENGL 1101 English Composition | 1 | 3 |
| ENGL 1102 English Composition II | 3 |  |
| MATH 1111 College Algebra/ Math Modeling | 3 |  |
| COMM 1100 Analytic Discussion of Global Issues | 3 |  |
| HIST 1002 Intro. to the African Diaspora | 2 |  |
| Option Area C:Humanities/Fine Arts - ENGL 2111 | 3 |  |
| Above Core Option | 1 |  |
| Area D: Science/Math/College Algebra | 4 | 4 |
| Area D: Science/Math/Technology | 2 |  |
| **Total** | **16** | **15** |
| **Sophomore Year** |  |  |
| Above Core Option | 1 | 1 |
| Area C Humanities/Fine Arts - (Select ONE) | 3 |  |
| POLS 1101 U.S. & Georgia Government or |  |  |
| HONR 1161 Honors American Government | 3 |  |
| Area E Options: Social Science | 3 | 3 |
| ACCT 2101 Principles of Accounting I | 3 |  |
| ACCT 2102 Principles of Accounting II | 3 |  |
| ECON 2105 Principles of Macroeconomics | 3 |  |
| ECON 2106 Principles of Microeconomics | 3 |  |
| BISE 2010 Fundamentals of Computer Applications | 3 |  |
| BISE 2040 Communication for Management | 3 |  |
| **Total** | **16** | **16** |
| **Junior Year** |  |  |
| BUSA 3100 Business Internship I | 3 |  |
| MGMT 4205 Management Information Systems | 3 |  |
| MKTG 3120 Principles of Marketing | 3 |  |
| ECON 3205 Economics and Business Statistics | 3 |  |
| FINC 3105 Foundations of Financial Management | 3 |  |
| MGMT 3105 Legal Environment of Business | 3 |  |
| MGMT 3106 Mgt. Science and Operations Mgt. | 3 |  |
| Area E Options: Social Science | 3 |  |
| MKTG 3134 Marketing Research | 3 |  |
| MGMT 4110 Organizational Behavior | 3 |  |
| MKTG 3130 Consumer Behavior | 3 |  |
| **Total** | **15** | **18** |
| **Senior Year** |  |  |
| MKTG 3136 Promotion and Advertising | 3 |  |
| MKTG 4170 Marketing Management | 3 |  |
| MKTG 3132 Fundamental of Selling | 3 |  |
| MKTG 4130 Marketing Channel | 3 |  |
| MGMT 4125 Human Resource Management | 3 |  |
| BUSA 4105 International Business | 3 |  |
| Area H: ELECTIVE Bus. Elective (3000/4000 Bus. Course) | 3 |  |
| Area H: ELECTIVE Non-Bus. Elect. (See Checksheet for Courses) | 3 |  |
| MGMT 4199 Business Policy3  **Total** | **12** | **15** |