

THE NAVIGATOR
B.S. in Business Administration
(Marketing Concentration)
2006-2007

The Navigator will help you develop a 4-year academic plan, enabling you to stay on course with your degree program. The recommended sequence of courses below can be modified to meet your personal needs. Please refer to the catalog for prerequisite information if the sequence is modified, and for possible limitations on elective credits. **It is important to meet with an advisor when planning your schedule each semester and it is equally important that you review your Cougar Trail ONCOURSE degree audit before and after registering each semester to verify that you are "On Course".** *Students are reminded that they are ultimately responsible for their own academic program and course load. An advisor can only advise and can never replace individual student responsibility.*

***Please note detailed Course Requirements are on the next page.*

Freshman Year

Fall			Spring		
		Credits			Credits
_____	ENGL 101	3	_____	ENGL 102	3
_____	MATH 104 or 250	3	_____	MATH 105 or 120	3-4
_____	Foreign Language 101	3	_____	Foreign Language 102	3
_____	Science Sequence w/lab	4	_____	Science Sequence w/lab	4
_____	FRSR 101 Freshman Seminar	2 or	_____	MGMT 105 or FINC 120	3
	or General Elective	3		or General Elective	
		15-16 credits			16-17 credits

Sophomore Year

Fall			Spring		
		Credits			Credits
_____	HIST 101 or 103	3	_____	HIST 102 or 104	3
_____	ECON 201	3	_____	ECON 202	3
_____	ACCT 203	3	_____	ACCT 204	3
_____	Foreign Language 201	3	_____	Foreign Language 202	3
_____	General Elective	3	_____	DSCI 232	3
_____	General Elective	1-2	_____		
		16-17 credits			15 credits

Junior Year

Fall			Spring		
		Credits			Credits
_____	MKTG 302	3	_____	MKTG 320	3
_____	MGMT 301	3	_____	MKTG Elective	3
_____	FINC 303	3	_____	BLAW 205	3
_____	General Elective	3	_____	General Elective	3
_____	Humanities*	3	_____	Humanities*	3
		15 credits			15 credits

Senior Year

Fall			Spring		
		Credits			Credits
_____	MKTG 326	3	_____	MGMT 408	3
_____	MKTG 329	3	_____	MKTG 425	3
_____	DSCI 300	3	_____	MKTG Elective	3
_____	DSCI 304	3	_____	General Elective	3
_____	Humanities*	3	_____	Humanities*	3
		15 credits			15 credits

**See Humanities list and catalog for restrictions.*

MINIMUM HOURS REQUIRED FOR DEGREE COMPLETION = 122

BUSINESS ADMINISTRATION
(Marketing Concentration)
DEGREE REQUIREMENTS
2006-2007

General Education Requirements

Major Requirements

General Education Requirements			Major Requirements														
<u>Course</u>		<u>Semester Hours</u>	<u>Course</u>		<u>Semester Hours</u>												
English	101	3	Business Core Courses														
	102	3	Principles of Macroeconomics	ECON 201*	3												
History	101 & 102 or 103 & 104 (Two course sequence)	6	Principles of Microeconomics	ECON 202*	3												
Natural Sciences		8	Financial Accounting	ACCT 203	3												
	Astronomy, Biology, Chemistry, Geology, Physics (Two course sequence with lab)		Managerial Accounting	ACCT 204	3												
Mathematics ²	105 or 120	3-4	Legal Environment of Business	BLAW 205	3												
	104 or 250	3	Business Statistics	DSCI 232	3												
Foreign Language	101-202	0-12 ¹	Mgmt. Information Systems	DSCI 300	3												
Social Sciences	ECON 201* ECON 202*	(6)	Mgmt. & Organ. Behavior	MGMT 301	3												
Humanities	(See ONCOURSE for detailed list and limitations)	12	Marketing Concepts	MKTG 302	3												
Total		50¹	Business Finance	FINC 303	3												
<table border="1"> <tr> <td colspan="2">Summary:</td> </tr> <tr> <td colspan="2">These totals may vary.</td> </tr> <tr> <td>General Education Courses</td> <td>50¹</td> </tr> <tr> <td>Major Courses</td> <td>54</td> </tr> <tr> <td>General Electives</td> <td>18¹</td> </tr> <tr> <td>TOTAL DEGREE HOURS</td> <td>122</td> </tr> </table>			Summary:		These totals may vary.		General Education Courses	50¹	Major Courses	54	General Electives	18¹	TOTAL DEGREE HOURS	122	Production Mgmt	DSCI 304	3
			Summary:														
			These totals may vary.														
			General Education Courses	50¹													
			Major Courses	54													
			General Electives	18¹													
			TOTAL DEGREE HOURS	122													
			Business Policy	MGMT 408	3	Marketing Concentration Core Courses											
			Marketing Research	MKTG 320	3	Marketing Research	MKTG 320	3									
			International Marketing	MKTG 326	3	International Marketing	MKTG 326	3									
Consumer Behavior	MKTG 329	3	Consumer Behavior	MKTG 329	3												
Marketing Management	MKTG 425	3	Marketing Management	MKTG 425	3												
			Marketing Electives (Choose Two)														
			See Notes														
			Business Communications	MGMT 332													
			Global Logistics	TRAN 312													
			Hospitality Sales & Negotiations	HTMT 353													
			Total		54												

NOTE:

- * **MARKETING ELECTIVES MAY ALSO BE FULFILLED BY ANY UPPER DIVISION MKTG COURSE EXCEPT MKTG 302, MKTG 399, AND MKTG 499**
- * **BUSINESS SCHOOL ELECTIVES WILL BE FULFILLED BY CONCENTRATION COURSES.**
- * **ECON 201 & ECON 202 WILL SATISFY THE SOCIAL SCIENCE REQUIREMENT.**
- * **MGMT 105 OR FINC 120 IS RECOMMENDED BUT NOT REQUIRED. IT WILL FULFILL ELECTIVE CREDIT.**
- * **NO MORE THAN 3 CREDITS CAN BE COUNTED TOWARD THE CONCENTRATION FROM TRAVEL STUDY COURSES, MKTG 420, MKTG 360 OR MKTG 444.**
- * **SOPHOMORE STANDING IS REQUIRED FOR ECON, ACCT, AND BLAW 200 LEVEL COURSES.**
- * **JR STANDING IS REQUIRED FOR ALL 300 AND 400 LEVEL BUSINESS-SCHOOL COURSES & ALL PREREQUISITES MUST BE COMPLETED.**
- * **MAJORS MUST COMPLETE AT LEAST 50% OF THE REQUIRED CREDIT HOURS FOR GRADUATION OUTSIDE THE SCHOOL OF BUSINESS AND ECONOMICS.**
- * **AT LEAST 50% OF MAJOR COURSES MUST BE TAKEN AT THE COLLEGE OF CHARLESTON.**

¹ Required credits may vary based on course selection and placement.

² Appropriate beginning Math course based on placement. MATH 101 may also be required