

**Suggested Course Sequence: Business Administration Major  
Marketing Concentration (120 Total Credit Hours)**

Date \_\_\_\_\_

Student \_\_\_\_\_

**Freshman Year**

<u>Fall Semester</u>	<u>Credit Hours</u>	<u>Spring Semester</u>	<u>Credit Hours</u>
ENG 101 Composition I	3	ENG 102 Composition II	3
MTH 100 College Algebra	3	MTH 120 Pre-Calculus	3
MFL 201 Foreign Language	3	MFL 202 Foreign Language	3
HIS 111 World History	3	HIS 112 World History	3
BIO 101 Biological Science	3	PHY 102 Physical Science	3
HPED	<u>1</u>	HPED	<u>1</u>
<b>TOTAL</b>	<b>16</b>	<b>TOTAL</b>	<b>16</b>

**Sophomore Year**

<u>Fall Semester</u>	<u>Credit Hours</u>	<u>Spring Semester</u>	<u>Credit Hours</u>
BUS 211 Prin. of Accounting I	3	BUS 212 Prin. of Accounting II	3
ECO 201 Prin. of Econ. (Macro)	3	ECO 202 Prin. of Econ. (Micro)	3
ECO 221 Basic Statistics I	3	BUS 225 Legal Envir. of Bus.	3
MTH 160 Business Calculus	3	BUS 250 Prin. of Management	3
ENG 250 World Literature I	<u>3</u>	BUS 360 Prin. of Marketing	<u>3</u>
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>

**Junior Year**

<u>Fall Semester</u>	<u>Credit Hours</u>	<u>Spring Semester</u>	<u>Credit Hours</u>
BUS 321 Prof. & Ldership Dev.	3	BUS 330 Corporate Finance	3
Religion/Art/Music	3	BUS 461 Buyer Behavior	3
Social Science (PSC, PSY, or SOC)	3	BUS 322 Mgmt Info Systems	3
PHI 302 Introduction to Ethics	3	BUS 328 Mgmt Decision Sci.	3
Religion/Art/Music	<u>3</u>	ENG 351 Professional Comm.	<u>3</u>
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>

**Senior Year**

<u>Fall Semester</u>	<u>Credit Hours</u>	<u>Spring Semester</u>	<u>Credit Hours</u>
BUS 324 Internatn'l Business	3	BUS463 Marketing Management	3
BUS 422 Business Policy	3	Mkt. Designated Elective	3
BUS 462 Marketing Research	3	Religion/Art/Music	3
Mkt. Designated Elective	3	Free Electives	<u>5</u>
Free Electives	<u>2</u>		
<b>TOTAL</b>	<b>14</b>	<b>TOTAL</b>	<b>14</b>

**MARKETING DESIGNATED ELECTIVES (3 hours each)**

- |  |   |
|--|---|
| • <b>BUS 453</b> Entrepreneurship            | • <b>BUS 467</b> Strategic Brand Management |
| • <b>BUS 464</b> Principles of Selling       | • <b>BUS 468</b> Principles of Advertising  |
| • <b>BUS 466</b> Special Topics in Marketing | • <b>PSY 303</b> Social Psychology          |

## **IMPORTANT NOTICES:**

1. A grade of "C" or higher is required for major to satisfactorily complete all business core courses, concentration courses, electives designated for concentration, and designated core curriculum courses.
2. Students who enroll in BUS or ECO courses, the prerequisites for which they fail to meet, are subject to disenrollment by the Department regardless of performance or time lapsed.
3. Business majors are not permitted to take more than 57 semester hours of BUS courses.
4. A grade of "C" or higher must be earned in all courses used to satisfy the requirements for each of the concentrations in the Department of Business Administration.
5. Not more than four business courses taken at other institutions will be accepted for credit toward the B.A. in Business Administration at Morehouse. (March 28, 2006)