

MARKETING (BACHELOR OF SCIENCE)

In addition to courses noted below, candidates for graduation must successfully complete all JSU Academic Regulations. **More information about general education requirements can be found in the Summary of Degrees/Requirements (<https://catalog.jsu.edu/undergraduate/summary-degrees-requirements/>) section of the catalog.**

Course	Title	Hours
Freshman		
Fall		
EH Composition sequence		3
Natural Science		4
MS 112	Precalculus Algebra	3
History ¹		3
CBA 115	Business Fundamentals/Orientation	3
Hours		16
Spring		
EH Composition sequence		3
Fine Arts		3
Natural Science		4
ST 260	Statistics/Quantitative Methods I	3
Hours		13
Sophomore		
Fall		
Literature ¹		3
EC 221	Principles of Microeconomics	3
ACC 200	Principles of Accounting I	3
FIN 292	Legal and Social Environment	3
ST 261	Statistics/Quantitative Methods II	3
Hours		15
Spring		
Literature/History ¹		3
EC 222	Principles of Macroeconomics	3
Select one of the following: ²		3
PSY 201	Principles of Psychology	
SY 221	Introduction to Sociology	
AN 224	Introduction to Anthropology	
ACC 210	Principles of Accounting II	3
CS 201 or CS 230	Introduction to Information Technology or Fundamentals of Computing	3
Hours		15
Total Hours		59

¹ Students must take either a literature sequence and one history or a history sequence and one literature. (Areas II and IV must have 12 hours each.)

² Students may use any of the three options to satisfy this requirement; however, PSY 201 Principles of Psychology (3) is preferred.

Course	Title	Hours
Junior		
Fall		
CBA 330	Business Professionalism	3
CBA 396	International Business	3
FIN 301	Business Finance	3
MGT 301	Principles of Management	3
MKT 301	Principles of Marketing	3
Hours		15

Spring		
EH 141	Speech	3
CBA 350	Business Communications (WI)	3
CBA 390	Operations Management	3
MKT 378	Consumer Behavior	3
Marketing Electives ³		3
Select one of the following:		3
EC 303	Money and Banking	
EC 321	Intermediate Microeconomics	
EC 322	Intermediate Macroeconomics	
Hours		18
Senior		
Fall		
IME 375	Introduction to e-Commerce	3
MKT 361	Sales/Sales Force Management	3
MKT 395	Business-To-Business Marketing	3
Marketing Electives ³		3
General Electives		4
Hours		16
Spring		
CBA 469	Business Policy and Strategy	3
MKT 488	Advertising and Promotions	3
MKT 495	Marketing Strategy (WI)	3
MKT 497	Market Research	3
Hours		12
Total Hours		61

³ Any Marketing course not already used to meet program requirements may be used to meet Marketing electives. The following courses may also be used to satisfy up to 50 percent of elective requirements for the Marketing major. All prerequisites must be met.

EC 455 Sports Economics (3), FIN 300 Business Law (3), FIN 311 Personal Financial Planning (3), FIN 341 Principles of Real Estate (3), FIN 397 Financial Institutions and Markets (3), FIN 474 Investments (3), IME 380 Project Management (3), IME 420 Virtual Enterprises (3), IME 450 E-Commerce Information Management (3), CBA 488 Small Business Experience (3), and all Management (MGT) courses 330 through 496 (excluding MGT 489).