

# MARKETING (BACHELOR OF SCIENCE)

In addition to courses noted below, candidates for graduation must successfully complete all JSU Academic Regulations. More information about Jax MIX requirements (<https://catalog.jsu.edu/undergraduate/jax-mix-requirements/>) and Alabama Transfers equivalents (<https://catalog.jsu.edu/undergraduate/alabama-transfers-equivalents/>) can be found in their respective section of the catalog.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
Jax MIX Communication: EH Composition Sequence		3
Jax MIX Inquiry: Science		4
MS 112	Precalculus Algebra (or higher excluding MS 204 - Jax MIX Communication)	3
Jax MIX Experience: History		3
CBA 115	Business Fundamentals/Orientation	3
SSC 101	First Year Experience	0
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
Jax MIX Communication: EH Composition sequence		3
Jax MIX Expression: Fine Arts		3
Jax MIX Inquiry: Science		4
ST 260	Statistics/Quantitative Methods I	3
<b>Hours</b>		<b>13</b>
<b>Sophomore</b>		
<b>Fall</b>		
Jax MIX Expression: Literature sequence		3
EC 221	Principles of Microeconomics (Jax MIX Experience)	3
ACC 200	Principles of Accounting I	3
FIN 292	Legal and Social Environment	3
ST 261	Statistics/Quantitative Methods II	3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
Jax MIX Expression: Literature sequence		3
EC 222	Principles of Macroeconomics (Jax MIX Experience)	3
Jax MIX Experience: select one of the following: <sup>1</sup>		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
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>59</b>

<sup>1</sup> Students may use any of the three options to satisfy this requirement; however, PSY 201 Principles of Psychology (3) is preferred.

Course	Title	Hours
<b>Junior</b>		
<b>Fall</b>		
CBA 330	Business Professionalism	3
FIN 301	Business Finance	3
MGT 301	Principles of Management	3
MKT 301	Principles of Marketing	3
ST 345	Data Analytics for Business	3
<b>Hours</b>		<b>15</b>

<b>Spring</b>		
EH 141	Speech (Jax MIX Communication)	3
CBA 350	Business Communications (WI)	3
CBA 390	Operations and Supply Chain Management	3
Select one of the following:		3
EC 303	Money and Banking	
EC 321	Intermediate Microeconomics	
EC 322	Intermediate Macroeconomics	
MKT 378	Consumer Behavior	3
Marketing Electives <sup>2</sup>		3
<b>Hours</b>		<b>18</b>
<b>Senior</b>		
<b>Fall</b>		
MGT 375	Introduction to Management Information Systems	3
MKT 361	Sales/Sales Force Management	3
MKT 395	Business-To-Business Marketing	3
Marketing Electives <sup>2</sup>		3
General Electives		4
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
CBA 469	Business Policy and Strategy	3
MKT 488	Advertising and Promotions	3
MKT 495	Marketing Strategy (WI)	3
MKT 497	Market Research	3
<b>Hours</b>		<b>12</b>
<b>Total Hours</b>		<b>61</b>

<sup>2</sup> 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: ACC 300 Business Law (3), CBA 488 Small Business Experience (3), EC 455 Sports Economics (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), and all Management (MGT) courses 330 through 496 (excluding MGT 489 Management Internship (3)). All prerequisites must be met.