



This four year guide is a recommended semester by semester plan of study for this major. The four year guides are meant as examples of how a degree can be completed in four years. Individual plans will be developed for each student in the academic advisor. Prior credit, course availability, and student needs must be considered in developing the plan. Shaded areas of guide require special attention.

Course Subject and Title	Credit Hours	Min. Grade	Major GPA	
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	3			
Marketing & Business Administration	3	C	μ	•

Semester Six: [15 Credit Hours]

MKT 5	3		9	
Marketing & Business Administration	3		9	
Marketing & Business Administration	3	C	μ	•
Marketing & Business Administration	3			
Marketing & Business Administration	3			

Semester Seven: [15 Credit Hours]

MKT 4620	3		9	
MKT 4620	3		9	
Marketing & Business Administration	3		9	
COB Elective	3			
Free Elective	3			

You must complete a senior check this semester.

Semester Eight: [1 Credit Hours]

MGT 4750	3			^see notes below; Additional COB Core course
BUS 4000 (Capstone)	1			^see notes below; Additional COB Core course
MKT 4650	3		9	
MKT 4650	3		9	
Free Elective	3			

General Requirements Summary

Minimum Total Hours	GenEd. Hours	Writing	(Minimum)			
			Lower Level COB Core GPA	Additional COB Core GPA	Major GPA	Overall GPA
122	44	RC 1000 and RC 2001	2.0	2.0	2.0	2.0

General Education Program Model - 44 Semester Hours Total

Program Categories	Hours	Important Notes
First Year Seminar	3	Be sure to check for Gen Ed courses required in your major Can be taken first or second semester of freshman year
Wellness Literacy	2	
Quantitative Literacy	4	MAT 1035 and 1 sh of ECO 2100 count in both the major and Ed



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Shaded areas of guide require special attention.

Course Subject and Title	Credit Hours	Min. Grade	Major GPA	Important Notes.
Consult your DegreeWorks for details about each requirement.				

General Education Program Model - 44 Semester Hours Total

Program Categories	Hours	Important Notes – <i>Be sure to check for Gen Ed courses required in your major</i>
First Year Writing	3	Minimum grade of “C” required Can be taken first or second semester of freshman year
Sophomore Writing	3	Minimum grade of “C” required
Integrative Learning Experience	9	Must choose a minimum of two disciplines
Liberal Studies Experience	12	ECO 2030 and ECO 2040 count in the Liberal Studies Experience and cover the Social Science Designation. Must choose a minimum of three disciplines
Science Inquiry	8	

You must also meet the Fine Arts, Literary Studies, Historical Studies, and the Social Science Designations. Those may be met within the Integrative Learning Experience and the Liberal Studies Experience.

Additional Notes:

- * Required prior to admission to the College of Business.
- Must pass the Basic Computer Skills Proficiency test or CIS 1026 (minimum grade of “C-”) by the end of the sophomore year. We recommend that the test be taken during the freshman year so CIS 1026 can be taken during the sophomore year if the test is not passed.
- One course must meet the Global Issues requirement (see Program of Study for options).
- Fulfill “Additional COB Core Course” placeholders with CIS 2050, FIN 3680, MGT 3630, and SCM 3650.
- ^Senior Check is required prior to registering for MGT 4750 and BUS 4000. All other Additional COB Core Courses must be completed prior to taking MGT 4750 and BUS 4000. MGT 4750 and BUS 4000 are to be taken in the last semester.
- Business majors must earn a minimum GPA of 2.0 in the Additional COB Core courses.
- Business majors cannot take ACC 1050, FIN 3010 and MGT 3010 for credit towards any degree requirement.
- Marketing (General) majors must earn a minimum GPA of 2.0 in the 21 hours of marketing courses required above MKT 3050.
- **Restrictions on 3000/4000 level business courses:** Business majors can enroll in no more than five business courses at the 3000 level or above, including graduate courses, prior to admission to the College of Business. Students must have 54 hours to take 3000 level business core courses, and 84 hours and a minimum grade of C in a WID course (such as ENG 3100 or CTE 3340) prior to taking any 4000 level business course.
- The following course work must be taken through ASU: the last 30 hours, 50% of all business course work required in the major, 9 hours of any minor. A minimum of 50 hours must be taken through a four year institution.