

JACKSON STATE UNIVERSITY  
COLLEGE OF BUSINESS

APPROVED: Office of Academic Affairs

BACHELOR OF BUSINESS ADMINISTRATION  
MARKETING MAJOR  
FALL 2015

DATE: 9/15/15  
*[Signature]*

Course No.	Course Title	Fall	Spring
<b>FRESHMAN YEAR</b>			
BIZ 101, 102	University Success for Business Majors	1	1
ENG 104, 105	Composition	3	3
HIST 101, 102	History of Civilization	3	3
MATH 111	College Algebra	3	
MATH 221	Calculus for Business		3
BIO 101/101L or SCI 201 or SCIL 201	Introduction to Biology & Lab or Physical Science and Lab	3	
MFL _____ MUS 205 or ART 206	Foreign Language (0-6 hours) or Music Appreciation or Art Appreciation	3	3
(Freshman Year Total: 32 hours)		16	16
<b>SOHOMORE YEAR</b>			
PE Options	Any 100-Level Activity Course or HE 101 (for 3.0 hours)	1	1
ENG 205	World Literature	3	
BIZ 201	Introduction to Business	3	
MNGT 351C	Management Information Systems and Applications		3
ECO 211	Principles of Macroeconomics	3	
ECO 212	Principles of Microeconomics		3
ACC 211	Principles of Financial Accounting	3	
ACC 212	Principles of Managerial Accounting		3
GB 201	Introduction to Legal Aspects of Business		3
SPCH 201 or SPCH 216	Speech Arts or Public Speaking		3
Unrestricted	Unrestricted Elective	3	
(Sophomore Year Total: 32 hours)		16	16
<b>JUNIOR YEAR</b>			
FIN 320	Business Finance		3
MNGT 330	Management to Organizations	3	
MKT 351	Marketing Management	3	
ECO 256, 356	Business Statistics I and II	3	3
MNGT 482	Business Ethics		3
MNGT 334	Supply Chain Management		3
MKT 432	Advertising		3
BIZ 350W	Business Communications	3	
Restricted Elective	Restricted Elective	3	
(Junior Year Total: 30 hours)		15	15
<b>SENIOR YEAR</b>			
MNGT 458	Strategic Management		3
MKT 436	Retail Management	3	
MKT 438	Marketing Research	3	
MKT 440	Consumer Behavior	3	
MKT 450	Personal Selling	3	
MKT 448	Marketing Channels		3
MKT 462W	Marketing Policies and Strategies		3
MKT 466	International Marketing		3
Restricted Elective	Any International Business Course (not already required in major)	3	
(Senior Year Total: 27 hours)		15	12
<b>TOTL HOURS IN CURRICULUM:</b>		<b>121</b>	

A 2.0 Cumulative Average in University, College, and Department Requirements is required for graduation.  
Students who met the foreign language requirement in high school must take 6.0 hours of non-business electives.