

**CURRICULUM IN MARKETING**  
**Bachelor of Arts Degree**  
**Advertising and Social Media Marketing Concentration**

Advisor: \_\_\_\_\_

**2018-2019**

Name: \_\_\_\_\_

W# \_\_\_\_\_

	D	M	S	GRADE	Hrs	QP
<b><u>ACCOUNTING (6 hrs)</u></b>						
ACCT 200	*	*			3	0
ACCT 225	*	*			3	0
<b><u>BUSINESS LAW (3 hrs)</u></b>						
BLAW 231	*	*			3	0
<b><u>ECONOMICS (9 hrs)</u></b>						
ECON 201	*	*			3	0
ECON 202	*	*			3	0
ECON 333	*	*			3	0
<b><u>FINANCE (3 hrs)</u></b>						
FIN 381 *	*	*			3	0
<b><u>MANAGEMENT (12 hrs)</u></b>						
MGMT 240	*	*			3	0
+ MGMT 351 *	*	*	*		3	0
MGMT 425	*	*			3	0
ϕ MGMT 464 *	*	*			3	0

**ADVERTISING & SOCIAL MEDIA  
CONCENTRATION COURSES (27 hrs)**

+ MRKT 303 *	*	*	*		3	0
+ MRKT 310	*	*	*		3	0
+ MRKT 319	*	*	*		3	0
+ MRKT 342	*	*	*		3	0
+ MRKT 373	*	*	*		3	0
+ MRKT 432	*	*	*		3	0
+ MRKT 442 <u>(SPRING ONLY)</u>	*	*	*		3	0
+ MRKT 444	*	*	*		3	0
+ MRKT 300+ Elec.	*	*	*		3	0

**OPERATIONS MGMT & INFO SYSTEMS (12 hrs)**

OMIS 210	*	*			3	0
OMIS 320	*	*			3	0
OMIS 350	*	*			3	0
OMIS 430	*	*			3	0

**ENGLISH (9 hrs) / COMM (3 hrs)**

	D	M	S	GRADE	Hrs	QP
ENGL 101	*	*			3	0
ENGL 102	*	*			3	0
ENGL 230, 231, or 232	*	*			3	0
COMM 211	*	*			3	0

**MATH (6 hrs)**

MATH 105 or MATH 151/161	*	*			3	0
MATH 241 *	*	*			3	0

**NATURAL SCIENCES (9 hrs)**

BIOL SCI _____	*	*			3	0
PHYS SCI _____	*	*			3	0
2 <sup>nd</sup> NAT SCI SEQ _____	*	*			3	0

**OTHER (9 hrs)**

HIST ELEC _____	*	*			3	0
ART, MUS, DNC, or THEA ELEC _____	*	*			3	0
*** SE 101	*	*			2	0
*** MGMT 101	*	*			1	0

**ELECTIVES (12 hrs)**

_____	*	*			3	0
_____	*	*			3	0
_____	*	*			3	0
_____	*	*			3	0

- Total Semester Hours Required: 120
- Total Major Hours Required: 30
- 1/2 business courses and 1/2 major courses must be taken at SLU.
- 30 Additional hours are required for second degree

\* MGMT 351, MRKT 303, FIN 381 and MATH 241 must be completed prior to enrolling in MGMT 464

\*\*\* Students transferring in to Southeastern with 30 or more hours are not required to complete SE 101 or MGMT 101 and should take a total of 15 credit hours of electives. SLU students who change their major to Management with 30 or more hours do NOT need to take MGMT 101 and will make up the difference in electives.

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