

Fayetteville State University Four-Year Degree Plan

Bachelor of Science in Business Administration with a concentration in Marketing

Catalog: 2016-2017

Last Update: 6/4/2017

With advisor approval, some courses listed below may be taken in an alternate semester and order. Courses that fulfill requirements are on the reverse side of this Plan. The advisor and student must consider prior credit, prerequisites, course availability, other program requirements, and student needs in developing the individual plan. Consult the appropriate Catalog for more information.

Course/Requirement	Cr	Prereq	Notes	Course/Requirement	Cr	Prereq	Notes
Year 1 Term 1				Year 1 Term 2			
UNIV 101, Freshman Seminar I	1	No	1	UNIV 102, Freshman Seminar II	1	No	1
ENGL 110, English Composition I	3	No		ENGL 120, English Composition II	3	Yes	
PHIL 110 Or PHIL 220	3	No	2, 6	Core Natural Science	4	Yes	4
MATH 123, College Algebra	4	Yes	3	Core Transitional Life Skills	2	No	8
Core Global Literacy	3	Check	5, 7	Core Humanities Creative Arts	3	Check	
Term Total	14			Free Elective	2	Check	
Year 2 Term 1				Year 2 Term 2			
ACCT 211, Principles of Accounting I	3	Yes		ACCT 212, Principles of Accounting II	3	Yes	
BADM 214 Or MIS 211	3	Check		ECON 212, Prin of Microeconomics	3	Yes	
Core Ethics Civic Engagement	3	Check	2, 9	BADM 216, Stat for Business& Econ I	4	Yes	
Core Natural Science	3	Yes	4	BADM 215 Or SPEE 200	3	Yes	
ECON 211, Prin of Macroeconomics	3	Yes		BADM 209, Legal Environment of Business	3	Yes	
Term Total	15			Term Total	16		
Year 3 Term 1				Year 3 Term 2			
ENGL 344, Business & Profess Writing	3	Yes		ECON elective (300-499 level)	3	Check	
Free Elective	3	Check		FINC 311, Principles of Finance	3	Yes	
MGMT 311, Principles of Management	3	Yes		Free Elective	3	Check	
MKTG 311, Principles of Marketing	3	Yes		MIS 300, Info Sys-Theory and Practice	3	Yes	
Business Elective	3	Yes		MKTG 325, Personal Selling	3	Yes	
Term Total	15			Term Total	15		
Year 4 Term 1				Year 4 Term 2			
MKTG 335,	3	No		Free Elective	3	Check	
MKTG 300-499 elective	3	Yes		MKTG 300-499 elective	3	Yes	
MKTG 300-499 elective	3	Yes		MKTG 300-499 elective	3	Yes	
Business Elective	3	Yes		MKTG 331, Consumer Behavior	3	Yes	
Free Elective	3	Check		MGMT 470, Strategic Management	3	Yes	
Term Total	15			Term Total	15		

Prereq--Yes: Course/Requirement has prerequisite(s). No: Course/Requirement has no prerequisite. Check: Some courses satisfying requirement have prerequisites and/or courses have non-prerequisite restrictions. Check Catalog and advisor for details.

- UNIV 101-102 required for first time students; UNIV 110 for transfers with fewer than 30 transfer credits. No credit earned if waived. UNIV 111 may be required based on academic performance.
- Not required for students with 60+ transfer credits. No credit earned if waived.
- MATH 121 may be required based on profile scores. Some core courses require a one-hour lab.
- At least one natural science class must include a lab. Some majors require two lab sciences, increasing requirement to 8 credits.
- Not required for students with 30+ transfer credits from a foreign institution. No credit earned if waived.
- Recommended: PHIL 110
- Recommended: BADM 210
- Recommended: ENTR 100 or FINC 100

Degree Requirements

Bachelor of Science in Business Administration with a concentration in Marketing

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Requirement: Courses	Pr	Cr
Core		
Transitional UNIV: (UNIV 101 And UNIV 102) Or UNIV 110 Or UNIV 111	No	2
Transitional Life Skills: ENTR 100 Or FINC 100 Or GEOG 110 Or HEED 112 Or PEDU 101 Or PEDU 107 Or PEDU 112 Or PEDU 120 Or PEDU 122 Or PEDU 130 Or PEDU 132 Or PEDU 140	No	2
Written Communication: ENGL 110	No	3
Oral Communication: BADM 215 Or SPEE 200	Yes	3
Critical Thinking: PHIL 110 Or PHIL 220	No	3
Quantitative Reasoning: MATH 123	Yes	4
Information Literacy: ENGL 120	Yes	3
Natural Science: ASTR 101 Or ASTR 101L Or ASTR 102 Or ASTR 102L Or ASTR 213 Or ASTR 214 Or BIOL 110 Or BIOL 130 Or BIOL 150 Or BIOL 160 Or CHEM 101 Or CHEM 102 Or CHEM 141 And CHEM 142 Or CHEM 161 And CHEM 162 Or NSCI 110 Or NSCI 120 Or PHYS 111 Or PHYS 112 Or PHYS 121 Or PHYS 122	Yes	7
Social Science: ECON 212	Yes	3
Humanities Creative Arts: ART 210 Or COMM 220 Or ENGL 220 Or ENGL 223 Or ENGL 240 Or ENGL 250 Or ENGL 253 Or HIST 210 Or HUMN 211 Or HUMN 212 Or MUSI 210 Or MUSI 225 Or MUSI 260 Or PHIL 210 Or RELI 215 Or THEA 203	Check	3
Global Literacy: ANTH 210 Or ART 150 Or ART 215 Or BADM 210 Or CHIN 110 Or CHIN 120 Or ENGL 211 Or ENGL 212 Or FREN 110 Or FREN 120 Or GEOG 220 Or GLOB 200 Or HIST 110 Or HIST 120 Or HIST 270 Or PHIL 211 Or POLI 230 Or SOCI 150 Or SPAN 110 Or SPAN 112 Or SPAN 120 Or SPAN 122 Or THEA 242 Or YORU 110 Or YORU 120	Check	3
Ethics Civic Engagement: BADM 220 Or CRJC 203 Or EDUC 211 Or ENGL 232 Or ENGL 233 Or ETCE 101 Or ETCE 102 Or ETCE 103 Or ETCE 200 Or GEOG 270 Or HCM 200 Or HIST 211 Or PHIL 120 Or PHIL 212 Or PNUR 210 Or POLI 110 Or POLI 150 Or SWRK 220	Check	3
Core Total:		39
Program		
Required Business: ACCT 211 And ACCT 212 And BADM 209 And BADM 214 Or MIS 211 And BADM 216 And ECON 211 And FINC 311 And MGMT 311 And MGMT 335 And MGMT 470 And MIS 300 And MKTG 311 And ECON elective (300-499 level)	Check	40
Marketing: MKTG 331 And MKTG 325 And any four MKTG 300-499 electives	Yes	18
Other Program: ENGL 344	Yes	3
Business Electives: ACCT 300-499 Or BADM 300-499 Or ECON 300-499 Or ENTR 300-499 Or FINC 300-499 Or HCM 300-499 Or MGMT 300-499 Or MIS 301-499 Or MKTG 300-499	Yes	6
Free Elective:	Check	14
Program Total:		81
Degree Total:		120

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- Recommended: PHIL 110
- Recommended: BADM 210
- Recommended: ENTR 100 or FINC 100