

Bachelor of Science in Business Administration
Marketing Concentration
Freshman Curriculum Planning Guide and Four-Year Plan
Fayetteville State University
(2019-2020)

University College Core Curriculum (39 Credits)	Course	Cr.	Term	Grade
Transitional Studies – University Studies (2 Credits)¹ <i>Select one option from (UNIV 101/102) or UNIV 110 or UNIV 111 or UNIV 112</i>		2		
Transitional Studies – Life Skills (2 Credits) <i>Select two credits from the following: ENTR 100 or FINC 100 or GEOG 110 or HEED 112 or HEED 113 or PEDU 101 or PEDU 107 or PEDU 112 or PEDU 120 or PEDU 122 or PEDU 130 or PEDU 132 or PEDU 140</i>	ENTR 100*	2		
Communication Skills – Written Communication (3 Credits) – ENGL 110	ENG 110	3		
Information Literacy (3 Credits) – ENGL 120	ENG 120	3		
Communication Skills – Oral Communication (3 Credits) <i>Select one from the following: BADM 215 or SPEE 200</i>	SPEE 200	3		
Reasoning Skills – Critical Thinking (3 Credits)² <i>Select one from the following: PHIL 110 or PHIL 220</i>		3		
Reasoning Skills – Quantitative Reasoning (3 Credits)³ <i>Select one from the following: MATH 123</i>	MATH 123	3		
Scientific Literacy – Natural Sciences (7 Credits)⁴ <i>Select from the following: ASTR 101/101L or ASTR 102/102L or ASTR 213 or ASTR 214 or BIOL 111/111L or BIOL 131/BIOL 131L or BIOL 150/150L or BIOL 160/160L or CHEM 105/105L or CHEM 106/106L or CHEM 141/141L or CHEM 161/161L or ENEC 201/201L or ENEC 202/202L or GEOG 200 or NSCI 111/111L or NSCI 121/121L or PHYS 115 or PHYS 116 or PHYS 125/125L or PHYS 126/126L</i>		4		
		3		
Scientific Literacy – Social Sciences (3 Credits) <i>ECON 212</i>	ECON 212	3		
Humanities and Creative Arts (3 Credits) <i>Select one from the following: 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 HUMN 213 or HUMN 215 or MUSI 210 or MUSI 225 or MUSI 260 or PHIL 210 or RELI 215 or THEA 203</i>		3		
Global Literacy (3 Credits)⁵ <i>Select one from the following: 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 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 SPAN 211 or THEA 242 or YORU 110 or YORU 120</i>	BADM 210*	3		
Ethics and Civic Engagement (3 Credits)² <i>Select three credits from the following: BADM 220 or CRJC 203 or EDUC 211 or ENEC 210 or ENGL 232 or ENGL 233 or (ETCE 101/102/103) or ETCE 200 or GEOG 270 or HCM 200 or HIST 211 or PHIL 120 or PHIL 212 or PHIL 250 or PNUR 210 or POLI 150 or SPTM 210 or SWRK 220</i>	BADM 220*	3		

Notes

- 1 UNIV 101-UNIV 102 required for all first-time students; UNIV 110 required for transfer students with fewer than 30 transfer credits. Students do not earn credit if requirement is waived. UNIV 111 may be required based on academic performance
 - 2 Not required for students with 60+ transfer credits. Students do not earn credit if requirement is waived
 - 3 MATH 121 may be required based on profile scores. Some core courses require a one-hour lab.
 - 4 At least one natural science class must include its associated lab. Some majors require two lab sciences, increasing requirement to 8 credits
 - 5 Not required for students with 30 or more transfer credits from a foreign institution. Students do not earn credit if requirement is waived.
- * Indicates a course recommended by the program. Other courses listed under the requirement may be used.

Business Administration Marketing Concentration Program Requirements (81 Credits)	Course	Cr.	Term	Grade
Required Business Courses (40 Credits) <i>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)</i>	ACCT 211	3		
	ACCT 212	3		
	BADM 209	3		
	BADM 214 Or MIS 211	3		
	BADM 216	4		
	ECON 211	3		
	FINC 311	3		
	MGMT 311	3		
	MGMT 335	3		
	MGMT 470	3		
	MIS 300	3		
	MKTG 311	3		
		3		
Marketing Courses (18 Credits) <i>MKTG 322 And MKTG 331 And MKTG 333 And MKTG 421 And Any two MKTG 300-499 electives</i>	MKTG 322	3		
	MKTG 331	3		
	MKTG 333	3		
	MKTG 421	3		
		3		
		3		
Other Program Requirements (3 Credits) <i>ENGL 344</i>	ENGL 344	3		
Business Electives (at 300-499 level) (6 Credits) <i>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</i>		3		
		3		
Minor or Free Electives: (14 Credits)		3		
		3		
		3		
		3		
		2		
Total Credits		120		

Other Program Requirements

1. Business Administration majors must earn a grade of at least "C" in all their 300 and 400 level business courses for graduation.
2. Students must earn a grade of at least "C" in the following courses: ACCT 211, ECON 211 or ECON 212, BADM 214, BADM 215, and BADM 216 in accordance with the College of Business and Economics admission policy.
3. Students in minor programs must earn a grade of C or higher in ACCT 211 and ECON 211 (or ECON 212).
4. Students in minor programs must maintain an overall minor GPA of 2.0 or better.

Four-Year Plan

This Plan illustrates how students can meet degree course requirements in four years. Some courses listed below may be taken in an alternate order. Courses fulfilling requirements are listed on the previous pages. For information about prerequisites and other program requirements, consult the appropriate Catalog Program of Study and an advisor. Students should work with advisor to create and update an individual plan in Degree Works.

Year 1 Fall		
Requirement	Course	Cr
University Studies	UNIV 101	1
Written Communication	ENGL 110	3
Critical Thinking	PHIL 110 or PHIL 220	3
Quantitative Reasoning	MATH 123	4
Global Literacy	BADM 210*	3
Total:		14

Year 1 Spring		
Requirement	Course	Cr
University Studies	UNIV 102	1
Information Literacy	ENGL 120	3
Life Skills	ENTR 100*	2
Natural Science with Lab		4
Humanities and Creative Arts		3
Free Elective		3
Total:		16

Year 2 Fall		
Requirement	Course	Cr
Natural Science Lab Optional		3
Ethics and Civic Engagement	BADM 220	3
Required Business Courses	BADM 214 or MIS 211	3
Required Business Courses	ACCT 211	3
Required Business Courses	ECON 211	3
Total:		15

Year 2 Spring		
Requirement	Course	Cr
Oral Communication	BADM 215*	3
Social Science	ECON 212	3
Required Business Courses	ACCT 212	3
Required Business Courses	BADM 209	3
Required Business Courses	BADM 216	4
Total:		16

Year 3 Fall		
Requirement	Course	Cr
Required Business Courses	FINC 311	3
Required Business Courses	MGMT 311	3
Required Business Courses	MKTG 311	3
Other Program Requirements	ENGL 344	3
Free Elective		3
Total:		15

Year 3 Spring		
Requirement	Course	Cr
Required Business Courses	MGMT 335	3
Required Business Courses	MIS 300	3
Marketing Courses	MKTG Elective	3
Marketing Courses	MKTG 322	3
Free Elective		3
Total:		15

Year 4 Fall		
Requirement	Course	Cr
Required Business Courses	ECON Elective	3
Marketing Courses	MKTG 331	3
Marketing Courses	MKTG 333	3
Business Electives		3
Free Elective		3
Total:		15

Year 4 Spring		
Requirement	Course	Cr
Required Business Courses	MGMT 470	3
Marketing Courses	MKTG Elective	3
Marketing Courses	MKTG 421	3
Business Electives		3
Free Elective		3
Total:		15

Notes

* Indicates a course recommended by the program. Other courses listed under the requirement may be used.