

WALL COLLEGE OF BUSINESS ADMINISTRATION

Degree in Three Plan

Major: Marketing

Catalog Year 2024

FIRST YEAR

FALL SEMESTER				SPRING SEMESTER				SUMMER SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
<input type="checkbox"/> UNIV 110B First-Year Experience	3	C		<input type="checkbox"/> MATH 138 Mathematics Apps in Business (or MATH 132 or MATH 160)	3	C		<input type="checkbox"/> CBAD 291 Business Statistics	3	C	UNIV 110 and MATH 138, MATH 130, MATH 130B, MATH 132, or higher
<input type="checkbox"/> ENGL 101 Composition (Core) ¹	4	C		<input type="checkbox"/> ENGL 102 Critical Reading (Core) ¹	4	C	ENGL 101	<input type="checkbox"/> CBAD 301 Mgt. & Organizations	3	C	
<input type="checkbox"/> Humanistic Thought (Core) ¹	3	D		<input type="checkbox"/> CBAD 120 Intro to Global Business (required for business majors, also completes the Human and Social Behavior Core requirement)	3	C		<input type="checkbox"/> ECON 201 Macroeconomics	3	C	UNIV 110, MATH 130I or MATH 132, 24 HRS
<input type="checkbox"/> Computer Science elective course (CSCI 110, CSCI 120, CSCI 135, DCD 102, DCD 201, or GEOG 204)	3	C		<input type="checkbox"/> CBAD 201 Financial Accounting	3	C	UNIV 110	<input type="checkbox"/> HIST 201/ POLI 201 US Gov.	3	D	
<input type="checkbox"/> Human and Social Behavior (Core) ¹	3	D		<input type="checkbox"/> Scientific Concepts (Core) ¹	4	D			12		
PDA Career Exploration (Required)				*PDA* Career Exploration (Elective)							
PDA Resume Development (Required)	16			*PDA* Online Presence (Required)	17						

SECOND YEAR

FALL SEMESTER				SPRING SEMESTER				SUMMER SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
<input type="checkbox"/> CBAD 350 Marketing	3	C		<input type="checkbox"/> MKTG 351 Market Analysis	3	C	CBAD 350	<input type="checkbox"/> ENGL 290/CBAD 290 Business Comm	3	C	
<input type="checkbox"/> CBAD 292 Decision Analysis	3	C	CBAD 291	<input type="checkbox"/> MKTG 357 Market Research	3	C	CBAD: 350, 291	<input type="checkbox"/> PHIL 318 Business Ethics	3	C	
<input type="checkbox"/> ECON 202 Microeconomics	3	C	UNIV 110, Math 138, 24 Credit HRS	<input type="checkbox"/> CBAD 363 Business Finance OR FIN 301	3	C	CBAD 201,291, ECON 201, MATH 138	<input type="checkbox"/> MKTG Selective ⁴	3	C	
<input type="checkbox"/> CBAD 393 Mgt. Info. Systems. OR ACCT 336	3	C	CBAD 301, CSCI 110	<input type="checkbox"/> CBAD 344 Legal Env. of Business	3	C	54 Credit Hours	<input type="checkbox"/> General Elective ³	3	D	
<input type="checkbox"/> CBAD 202 Managerial Accounting	3	C	CBAD 201	<input type="checkbox"/> Humanistic Thought (Core) ¹	3	D			12		
				<input type="checkbox"/> General Elective ³	3	D					
PDA Leadership & Communication (Required)				*PDA* Online Presence (Elective)							
PDA Interviewing Skills (Required)	15			*PDA* Practical Experience (Required)	18						

THIRD YEAR

FALL SEMESTER				SPRING SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
<input type="checkbox"/> MKTG 458 Marketing Strategy	3	C	MKTG: 351,357	<input type="checkbox"/> CBAD 478 Strategic Management	3	C	Prereq: CBAD: 301, 350, 363, 373
<input type="checkbox"/> CBAD 364 Operations Mgt.	3	C	Prereq: CBAD 292 Coreq: CBAD 301	<input type="checkbox"/> General Elective ³	3	D	
<input type="checkbox"/> MKTG Selective ⁴	3	C		<input type="checkbox"/> Artistic Expression (Core) ¹	3	D	
<input type="checkbox"/> CBAD 373 Business Integration/Apl.	3	C	Prereq: ECON 202, CBAD 202 Coreq: CBAD: 292, 301, 350, 363	<input type="checkbox"/> MKTG Selective ⁴	3	C	
<input type="checkbox"/> Communication Across Cultures (110 Course)(Core) ¹	3	D		<input type="checkbox"/> Communication Across Cultures (120 Course)(Core) ¹	3	D	
PDA Resume Development (Elective)				*PDA* Practical Experience (Elective)			
PDA Leadership & Communication (Elective)	15			*PDA* Interviewing Skills (Elective)	15		

1. Please review your My Progress program evaluation in Self-Service for University Core Curriculum and Major Selective options and recommendations.
2. Complete list of options available on your program evaluation. As part of the graduation requirement, students are required to complete twelve (12) approved Professional Development Activities (PDAs), six of which must fall into the following categories: (1) Career Exploration, (2) Practical Experience, (3) Leadership & Communication, (4) Online Presence, (5) Interviewing Skills, and (6) Resume Development. A list of approved PDAs can be found at www.coastal.edu/business/pda. ****ELECTIVE PDAS CAN BE REPLACE BY ANY PDA CATEGORY****
3. **General Elective:** These are free electives that may be selected from any college of the university including the Wall College of Business.
4. **Study abroad** opportunities available at all levels. Please contact studyabroad@coastal.edu at least one year prior to anticipated travel.
5. **Internships** are available starting your second year (30+ credits). Please contact cobintern@coastal.edu to discuss requirements and internship procedures.

FINAL RESPONSIBILITY FOR SATISFYING DEGREE REQUIREMENTS, AS OUTLINED IN THE UNIVERSITY CATALOG, RESTS WITH THE STUDENT.