

B.S.B.A. MARKETING/SALES MANAGEMENT DEGREE - COURSE SEQUENCING GUIDE
Effective Fall Semester 2007, Revised Fall 2008, FA2009, FA2010

A grade of C or better is required in all courses.

_____		MAR 3023	Marketing Fundamentals (45 Semester Hours Completed)
_____	MAN	3025	Management Fundamentals (45 Semester Hours Completed)
_____	FIN	3403	Managerial Finance (ACG 2071, ECO 2013, ECO 2023, STA 2023, and MAC 2233)
_____	MAR	3370	Information Sources for Business Decisions (None)
_____		ENC 3250	Professional Writing (ENC 1102)
_____	Or	GEB 3213	Writing for Business (ENC 1102)

_____	MAR	3503	Consumer Behavior (MAR 3023)
_____		MAR 4412	Professional Selling Methods
_____		MAR 3202	Supply Chain Logistics
_____	MAN	3504	Operations Management (STA 2023)
_____		GEB 3453	Business Ethics and Stakeholder Management (ACG 2071, ECO 2023, and MAN 3025)

_____	MAR	4613	Marketing Research (MAR 3023 and STA 3023)
_____	MAR	4403	Sales Management
_____		ISM 3011	E-Business: Systems Fundamentals (CGS 2570)
_____		GEB 4361	Business in the International Environment (FIN 3403, MAN 3025, and MAR 3023)
_____		ELECTIVE	3/4000 Level Major Related (Check for prerequisites)

_____	MAR	4803	Marketing Strategy (MAR 3023, MAR 3503, and FIN 3403)
_____	MAR	ELECTIVE	3/4000 Level (check for prerequisites)
_____		BUL 3130	Legal Environment of Business (None)
_____		ELECTIVE	3/4000 Level Major Related (check for prerequisites)
_____	MAN	4720	Policy Analysis and Formulation (FIN 3403, MAN 3025, MAN 3504, MAR 3023, Senior Standing)

NOTE: PREREQUISITE COURSES ARE INDICATED IN PARENTHESES

Signature: _____

Date:

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