

HERBERGER BUSINESS SCHOOL

Marketing Major

Degree Map

Updated July 2021

Marketing (82 credits) Suggested Plan of Study - First Year

<u>Enrolled</u>	<u>(14 credits)</u>	<u>Grade</u>	<u>Credits</u>	<u>Enrolled</u>	<u>(15 credits)</u>	<u>Grade</u>	<u>Credits</u>
<input type="checkbox"/> ENGL 191 or CMST 192 (Goal 1)		_____	4/3	<input type="checkbox"/> CMST 192 or ENGL 191 (Goal 1)		_____	3/4
<input type="checkbox"/> MATH 106/112 (requires C- or better, Goal 4)		_____	3	<input type="checkbox"/> CNA/CSCI 169 (requires C- or better)		_____	3
<input type="checkbox"/> Goal _____		_____	3	<input type="checkbox"/> Goal _____		_____	3
<input type="checkbox"/> Goal _____		_____	3	<input type="checkbox"/> Goal _____		_____	3
<input type="checkbox"/> HBS 111		_____	1	<input type="checkbox"/> Goal _____		_____	3
Cumulative GPA _____				Cumulative GPA _____			

Second Year

<u>Enrolled</u>	<u>(16 credits)</u>	<u>Grade</u>	<u>Credits</u>	<u>Enrolled</u>	<u>(16 credits)</u>	<u>Grade</u>	<u>Credits</u>
<input type="checkbox"/> ACCT 291* (requires C- or better)		_____	3	<input type="checkbox"/> ACCT 292* (prq: ACCT 291)		_____	3
<input type="checkbox"/> BLAW 235* (Goal 9)		_____	3	<input type="checkbox"/> IS/STAT 242* (requires C- or better)		_____	4
<input type="checkbox"/> ECON 205 or 206 (Goal 5)		_____	3	<input type="checkbox"/> ECON 205 or 206		_____	3
<input type="checkbox"/> Goal _____		_____	3	<input type="checkbox"/> MKTG 220		_____	3
<input type="checkbox"/> Goal _____		_____	3	<input type="checkbox"/> Goal _____		_____	3
<input type="checkbox"/> HBS 211		_____	1	Apply for Upper Division Status!		Cumulative GPA _____	
Cumulative GPA _____							

Third Year

<u>Enrolled</u>	<u>(15 credits)</u>	<u>Grade</u>	<u>Credits</u>	<u>Enrolled</u>	<u>(15 credits)</u>	<u>Grade</u>	<u>Credits</u>
<input type="checkbox"/> MGMT 201*		_____	3	<input type="checkbox"/> MKTG 321 (prq: MKTG 220)		_____	3
<input type="checkbox"/> Goal _____		_____	3	<input type="checkbox"/> MGMT 322 (prq: MKTG 220, IS/STAT 242)		_____	3
<input type="checkbox"/> IS 340 (prq: CNA/CSCI 169)		_____	3	<input type="checkbox"/> MKTG 333		_____	3
<input type="checkbox"/> FIRE 371 (prq: ACCT 292)		_____	3	<input type="checkbox"/> MGMT 383 (prq: IS/STAT 242)		_____	3
<input type="checkbox"/> MKTG 415 (changing to 315; prq: MKTG 220)		_____	3	<input type="checkbox"/> Minor Course or University Elective		_____	3
Cumulative GPA _____				Cumulative GPA _____			

Fourth Year

<u>Enrolled</u>	<u>(15 credits)</u>	<u>Grade</u>	<u>Credits</u>	<u>Enrolled</u>	<u>(15 credits)</u>	<u>Grade</u>	<u>Credits</u>
<input type="checkbox"/> MKTG 403 (prq: MKTG 220, 321, 322)		_____	3	<input type="checkbox"/> BLAW 433		_____	3
<input type="checkbox"/> MKTG 404 (prq: MKTG 220)		_____	3	<input type="checkbox"/> MKTG elective		_____	3
<input type="checkbox"/> MKTG elective		_____	3	<input type="checkbox"/> Minor Course or University Elective		_____	3
<input type="checkbox"/> MKTG elective		_____	3	<input type="checkbox"/> Minor Course or University Elective		_____	3
<input type="checkbox"/> Minor Course or University Elective		_____	3	<input type="checkbox"/> MGMT 497		_____	3
Cumulative GPA _____				Cumulative GPA _____			

Upper Division Status Eligibility requires the following:

- Completion of Group 1 lower division core courses (HBS 111, ENGL 191, CMST 192, MATH 106/112, ACCT 291)
- Completion of or enrollment in Group 2 lower division course courses (ACCT 292, BLAW 235, IS/STAT 242, CSCI/CNA 169, ECON 205, ECON 206)
- 40 earned credits (not including MATH 070 or MATH 072)
- 2.5 cumulative GPA

Notes:

- *requires 2.4 GPA and 12 earned credits for enrollment
- Refer to Degree Audit Report for Liberal Education goal area options and requirements
- All 300-400 level business courses require upper division status. Exceptions may be made if student needs additional courses to create a full time schedule and have met other GPA and prerequisite requirements.
- See Business Advising Center for more information: (CH 229) PHONE: 320-308-3214 EMAIL: Busadvising@stcloudstate.edu