



Bachelor of Science in Marketing Systems (2003-2004)

Student: _____

Date: _____

REGENTS' CORE CURRICULUM (60)

Area A – Essential Skills (9)

ENGL 1101 English Composition
ENGL 1102 English Composition
MATH 1111 College Algebra

Area B – Institutional Options (4)

COMM 1110 Fundamentals of Speech
Elective

Area C – Humanities/Fine Arts (6)

Elective
Elective

Area D – Science/Mathematics/Technology (10-11)

Science
Lab Science course (4 hours)
Lab Science course (4 hours)
MATH 2181*

Area E – Social Sciences (12)

HIST 2111 or 2112 United States History
POLS 1101 American Government
Elective
Elective

Area F – Major Related (18)

ACCT 2101 Principles of Accounting 1
ACCT 2102 Principles of Accounting 2
CISM 2201 Fundamentals of Computer Appls.
ECON 2105 Principles of Macroeconomics
ECON 2106 Principles of Microeconomics
BUSA 1105, 2105, or 2106

MAJOR REQUIREMENTS (60)

Business Core (24)

BUSA 3051 Principles of Management
BUSA 3054 Principles of Marketing
BUSA 3056 Principles of Finance
BUSA 4051 Strategic Management/Policy
ENGL 3203 Business Writing
IOMG 3251 Principles of Operations Management
MATH 2200*
MGIS 3351 Management Information Systems

Marketing Systems Core (18)

BUSA 4351 International Business
MARK 3011 Consumer Behavior
MARK 3570 Advertising and Promotional Strategy
MARK 4081 Marketing Management
MARK 4121 Marketing Research and Analysis
MARK 4380 e-Commerce Marketing

Select 12 Hours from the Following[‡]

MARK 3023 Sales and Sales Management
MARK 4055 Business to Business Marketing
IOMG 4353 Integrated Materials Management
BUSA 4501 Entrepreneurship
BUSA 4503 Quality Management Systems
MGIS 4356 Database Management Systems

Non Business Electives (6)**

Physical Education

PHED 1000 First Aid/CPR
Elective
Elective
Elective

* Both MATH 2181 and 2200 must be taken

[‡] Could include internships, independent studies, or other division approved upper division courses

** Although students are encouraged to take foreign language courses in this area, any academic non business courses except physical education, learning support, ESL, RTP preparation, or COLL courses are acceptable. Economics classes are classified non business.