



This four year guide is a recommended semester-by semester plan of study for this major. All four year guides are meant as examples of how a degree can be completed in four years. Individual plans will be developed for each student in consultation with the academic advisor. Prior credit, course availability, and student needs must be considered in developing the individual plan.

Shaded areas of guide require special attention.

Course Subject and Title	Credit Hours	Min. Grade	Major GPA	Important Notes
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Semester One: [14 Credit Hours]

*MAT 1035	3	C-		Gen Ed Quantitative Literacy Course
Gen Ed Science Inquiry Course	4			
Gen Ed Integrative Learning Experience Course	3			
Gen Ed Liberal Studies Experience Course	3			
Gen Ed Wellness Course	1			
*Basic Computer Skills Test				Passing score on test or minimum grade of C- in CIS 1026 required for admission to the COB (see notes)

Semester Two: [16 Credit Hours]

*RC 1000	3	C		
UCO 1200	3			
Gen Ed Science Inquiry Course	4			
Gen Ed Integrative Learning Experience Course	3			
Gen Ed Liberal Studies Experience Course	3			

Semester Three : [15 Credit Hours]

*ACC 2100	3	C-		
*BUS 2000	0			Graded S/U
*ECO 2030	3	C-		Gen Ed Liberal Studies Experience/Social Science Designation Course
*LAW 2150	3	C-		
*RC 2001	3	C		
Gen Ed Integrative Learning Experience Course	3			

Semester Four: [16 Credit Hours]

*ACC 2110	3	C-		
*ECO 2040	3	C-		Gen Ed Liberal Studies Experience/Social Science Designation Course
*ECO 2100	3	C-		Can substitute STT 2810 or STT 2820
Free Elective	3			
Gen Ed Wellness Course	1			
Free Elective Outside COB	3			One of the hours can be business or non-business

Semester Five: [15 Credit Hours]

MKT 3050	3	C		Additional COB Core Course
ECO 2200	3			Additional COB Core Course



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BE 3340 or ENG 3100 (WID)	3	C		Additional COB Core Course
Additional COB Core Course	3			
Additional COB Core Course	3			

Semester Six: [15 Credit Hours]

MKT 3240	3		✓	
MKT 3260	3		✓	
MKT 3720	3		✓	
Additional COB Core Course	3			
Additional COB Core Course	3			

Semester Seven: [15 Credit Hours]

MKT 4620	3		✓	
MKT Elective	3		✓	From approved list of MKT electivs
COB Elective (3000/4000 Level)	3			Cannot include FIN 3010 or MGT 3010
COB Elective (3000/4000 Level)	3			Cannot include FIN 3010 or MGT 3010
3000/4000 Level Free Elective	3			In or out of the COB (excluding FIN 3010 and MGT 3010)

You must complete a senior check this semester.

Semester Eight: [16 Credit Hours]

MGT 4750	3			^see notes below; Additional COB Core course
BUS 4000 (Capstone)	1			^see notes below; Additional COB Core course
MKT 4650	3		✓	
MKT Elective	3		✓	From approved list of MKT electives
3000/4000 Level Free Elective	3			In or out of the COB (excluding FIN 3010 and MGT 3010)
Free Elective	3			Any level COB or non-COB (excluding ACC 1050, FIN 3010, MGT 3010)

General Requirements Summary

Minimum Total Hours	Gen Ed. Hours	Writing	(Minimum)			
			Lower Level COB Core GPA	Additional COB Core GPA	Major GPA	Overall GPA
122	44	RC 1000 and RC 2001	2.0	2.0	2.0	2.0

General Education Program Model - 44 Semester Hours Total

Program Categories	Hours	Important Notes – Be sure to check for Gen Ed courses required in
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Course Subject and Title	Credit Hours	Min. Grade	Major GPA	Important Notes
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				<i>your major</i>
First Year Seminar	3			Can be taken first or second semester of freshman year
Wellness Literacy	2			
Quantitative Literacy	4			MAT 1035 and 1 sh of ECO 2100 count in both the major and Gen Ed
First Year Writing	3			Minimum grade of "C" required Can be taken first or second semester of freshman year
Sophomore Writing	3			Minimum grade of "C" required
Integrative Learning Experience	9			Must choose a minimum of two disciplines
Liberal Studies Experience	12			ECO 2030 and ECO 2040 count in the Liberal Studies Experience and cover the Social Science Designation. Must choose a minimum of three disciplines
Science Inquiry	8			

You must also meet the Fine Arts, Literary Studies, Historical Studies, and the Social Science Designations. Those may be met within the Integrative Learning Experience and the Liberal Studies Experience.

Additional Notes:

- * Required prior to admission to the College of Business.
- Must pass the Basic Computer Skills Proficiency test or CIS 1026 (minimum grade of "C-") by the end of the sophomore year. We recommend that the test be taken during the freshman year so CIS 1026 can be taken during the sophomore year if the test is not passed.
- One course must meet the Global Issues requirement (see Program of Study for options).
- Fulfill "Additional COB Core Course" placeholders with CIS 2050, FIN 3680, MGT 3630, and SCM 3650.
- ^Senior Check is required prior to registering for MGT 4750 and BUS 4000. All other Additional COB Core Courses must be completed prior to taking MGT 4750 and BUS 4000. MGT 4750 and BUS 4000 are to be taken in the last semester.
- Business majors must earn a minimum GPA of 2.0 in the Additional COB Core courses.
- Business majors cannot take ACC 1050, FIN 3010 and MGT 3010 for credit towards any degree requirement.
- Marketing (General) majors must earn a minimum GPA of 2.0 in the 21 hours of marketing courses required above MKT 3050.
- One course must meet the Global Issues Requirement.
- **Restrictions on 3000/4000 level business courses:** Business majors can enroll in no more than five business courses at the 3000 level or above, including graduate courses, prior to admission to the College of Business. Students must have 54 hours to take 3000 level business core courses, and 84 hours and a minimum grade of C in a WID course (such as ENG 3100 or BE 3340) prior to taking any 4000 level business course.
- The following course work must be taken through ASU: the last 30 hours, 50% of all business course work required in the major, 9 hours of any minor. A minimum of 50 hours must be taken through a four year institution.