



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 the guide require special attention.

Course Subject and Title	Credit Hours	Min. Grade	Major GPA	Important Notes
Consult your DegreeWorks for details about each requirement.				

Semester One: [14 Credit Hours]

*MAT 1035	3	C-		Gen Ed Quantitative Literacy
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			

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			
*CIS 1060	3	C-		

Semester Three: [16 Credit Hours]

*ACC 2100	3	C-		
*BUS 2001	1	C		
*ECO 2030	3	C-		Gen Ed Liberal Studies Experience/Social Science Designation Course
Gen Ed Liberal Studies Experience Course	3			
RC 2001	3	C		WCOB Lower Level Core Course
Gen Ed Integrative Learning Experience Course	3			

Semester Four: [16 Credit Hours]

ACC 2110	3	C-		WCOB Lower Level Core Course
ECO 2040	3	C-		WCOB Lower Level Core Course; Gen Ed Liberal Studies Experience/Social Science Designation Course
ECO 2100 (or STT 2810 or 2820)	3	C-		WCOB Lower Level Core Course; 1 sh counts in Gen Ed QL
LAW 2150	3	C-		WCOB Lower Level Core Course
Gen Ed Wellness Course	1			
Free Elective	3			



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Semester Five: [15 Credit Hours]

CTE 3340 OR ENG 3100 (WID)	3	C		WCOB Upper Level Core Course
MKT 3050	3	C		Prerequisite for MKT courses. WCOB Upper Level Core Course
ECO 2200 (or STT 3820)	3			WCOB Lower Level Core Course
WCOB Upper Level Core Course	3			
WCOB Upper Level Core Course	3			

Semester Six: [15 Credit Hours]

MKT 3215	3		✓	
MKT 3220	3		✓	
MKT Sales Elective Set 1	3		✓	
WCOB Upper Level Core Course	3			
Free Elective	3			

Semester Seven: [15 Credit Hours]

MKT 4620	3		✓	
MKT Sales Elective 2	3		✓	MKT 4560 (if MKT 3910 planned instead, It must be taken in the previous summer session after admission to the COB)
COB Elective	3			
COB Elective	3			
Free Elective	3			

You must complete a senior check and graduation application this semester.

Semester Eight: [13 Credit Hours]

MKT 4750	3			^see notes below; WCOB Upper Level Core Course	
BUS 4000 (Capstone)	1			^see notes below; WCOB Upper Level Core Course	
MKT 4650	3		✓		
MKT Sales Elective Set 3	3		✓		
Free Elective	3				

General Requirements Summary

Minimum Total Hours	Gen Ed. Hours	Writing	Minimum			
			WCOB Lower Level Core GPA	WCOB Upper Level Core GPA	Major GPA	Overall GPA
120	44	RC 1000 and RC 2001	2.0	2.0	2.0	2.0



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General Education Program Model - 44 Semester Hours Total

Program Categories	Hours	Important Notes – <i>Be sure to check for Gen Ed courses required in 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. Students not admitted to the WCOB may take a maximum of five business courses at the 3000 level or above.*
- *We encourage business students to meet regularly with WCOB advisors to appropriately plan how to meet degree requirements.*
- *One course must meet the Global Issues requirement (see DegreeWorks for options).*
- *Fulfill “WCOB Upper Level Core Course” placeholders with FIN 3680, MGT 3630, and SCM 3650.*
- *^A Senior Check and Graduation Application are required prior to registering for MGT 4750 and BUS 4000. Prerequisites for both classes are CTE 3340 or ENG 3100 with a minimum grade of "C", FIN 3680, MKT 3050, SCM 3650. 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 WCOB Lower Level and Upper Level Cores.*
- *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.*
- *The following course work must be taken through ASU: 50% of all business course work required in the degree, 18 hours of the business major, 9 hours of any minor. A minimum of 50 hours must be taken through a four year institution.*