MARKETING (MKTG)

NEWCOMB-TULANE CORE CURRICULUM

	HRS				HRS	
Writing-English 1010	4			Fine Arts *	3	
Foreign Language(Proficiency)	0/4			Social Science (See Below – ECON 1010/1030) *	---	
Foreign Language	4			Social Science (See Below – ECON 1020/1040) *	---	
Quantitative Reasoning (See Below MATH 115 or 121)	---			TIDES (See Below – TIDB 1010 or 1020 and 1110)	---	
Science with Lab	4			Pub Service < 56 cr hrs (Offered in TIDB 1110)	1	
Science without Lab (See Below – PSYC)	---			Pub Service > 56 cr hrs	1	
Humanities *	3			Capstone (See Below – MGMT 4900)	---	

Of these courses, at least one must be listed as a *Perspectives in the European Tradition* course and one must be listed as either a *Perspectives Outside the European Tradition* course or a *Comparative and Cultures International Perspectives* course in the Newcomb-Tulane Core Curriculum.

REQUIRED NONBUSINESS COURSES (RNBC)

	HRS				HRS	
MATH 1150 or 1210 Calculus	3/4			PSYC 1000 or H1010	3/4	
MATH 1140 Business Statistics	4			TIDB 1010 or 1020	1.5	
ECON 1010 or 1030 Microeconomics	3/4			TIDB 1110	1.5	
ECON 1020 or 1040 Macroeconomics	3/4					
				Newcomb-Tulane Core + RNBC (39-47)		

BUSINESS CORE REQUIREMENTS

	HRS				HRS	
ACCN 2010 Financial Accounting	3			MKTG 3010 Consumer Behavior/Marketing	3	
ACCN 3010 Managerial Accounting	3			MGMT 4010 Strategic Management	3	
FINE 3010 Financial Management	3			MGMT 4900 Capstone	1	
INFO 1010 Introduction to Business Computing	3					
INFO 3010 Business Modeling	3			CDMA 1010	-	
LGST 3010 Legal, Ethical, Regulatory Envir of Business	3			CDMA 2010	-	
MGMT 3010 Organizational Behavior	3			CDMA 3010	-	
MCOM 3010 Management Communication	3			CDMA 4010	-	
				Business Core Requirements	**31**	

BUSINESS MAJOR & ELECTIVE REQUIREMENTS

For students admitted prior to Fall 2010	HRS				HRS	
Select five MKTG courses from:	15			MKTG 4260 Advertising & Brand Promotion		
MKTG 4100 Consumer Behavior				MKTG 4600 Cases in Marketing		
MKTG 4110 Marketing Research				MKTG 4610 Research Design		
MKTG 4120 Marketing Strategy				MGMT 4170 Negotiations		
MKTG 4220 Sales Force Management				**Three Required Business Electives**	9	
MKTG 4230 International Marketing						
MKTG 4240 Relationship Marketing						
For students admitted Fall 2010 and later	**HRS**				**HRS**	
Major Requirements:				MKTG 4260 Advertising & Brand Promotion		
MKTG 4100 Consumer Behavior	3			MKTG 4600 Cases in Marketing		
MKTG 4110 Marketing Research	3			MKTG 4610 Research Design		
MKTG 4120 Marketing Strategy	3			MGMT 4170 Negotiations		
Select three courses from:	9			**Three Required Business Electives**	9	
MKTG 4220 Sales Force Management						
MKTG 4230 International Marketing						
MKTG 4240 Relationship Marketing						
				Free Electives **	17-28	
				Major + Electives (44 – 52)		
				TOTAL BSM (minimum 122 required)		

**** Free electives may be from the Schools of Architecture, Business, Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering. Up to 12 credits can be satisfied by ROTC courses. Up to nine credits may be fulfilled at the School of Continuing Studies and/or Social Work with the exception of courses that have the following prefixes: BSAC, BSBL, BSFN, BSMK, BSMT, CPST, Disney courses, and courses with a course number of 1200 or below. Undergraduate Law (LAWU) courses are also excluded.**